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25
Aniversario

AÑO 25, nºExtra 1

Interlocuciones

2020

Utopía y Praxis Latinoamericana nace como una respuesta a la situación de conflictividad política que atraviesa actualmente la democracia y la sociedad latinoamericana. Pero también nace como una respuesta comprometida con el análisis filosófico y la interpretación histórica de la cultura y las ciencias sociales frente a la crisis de la Modernidad. Respuesta que procura la creación de nuevos/as actores y escenarios a partir de los cuales se hagan posibles inéditas alternativas para la teoría crítica y el cambio social efectivo. Una respuesta en dos sentidos: la utópica porque todo proyecto existencial auténtico debe enmarcarse y definirse por el universo de sus valoraciones humanas; la práctica porque, a diferencia de la necesaria teoría, implica un tipo de acción cuyo movimiento es capaz de dialectizar la comprensión de la realidad, pero también de transformar a los sujetos que la constituyen. Con lo cual la noción de praxis nos conduce de retorno a la política, a la ética y, hoy día, a la ciencia y a la técnica. Es una respuesta desde América Latina, porque es a partir del ser y pensar latinoamericano que la praxis de nuestro proyecto utópico se hace realizable.

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PRESENTACIÓN
«Las interlocuciones»

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Utopía y Praxis Latinoamericana
Editor
Concepción, Chile

Hace un tiempo nuestro director fundador, Álvaro Márquez-Fernández †, tuvo la idea de conocer cuáles son los intereses que motivan la investigación fuera de nuestros propios contextos: conocer más allá de nuestra América y de Europa. Este diálogo no se puede cumplir solo a través de la declaración, sino por espacios concretos en los que se vayan apreciando nuestras distinciones. Es de este modo que se publicarán los números extra "Interlocuciones" que abren el espacio, principalmente a investigadores/as de Oriente (en el más amplio sentido de la expresión).

Desde que comenzamos esta comunicación con espacios geográficamente tan lejanos, hemos dialogado con autores/as de países eslavos, del sudeste asiático, de medio Oriente y así de muchos otros lugares que quizás antes no lo hubiésemos pensado por la lejanía cultural o simplemente porque nos encerramos a pensar solo en lo que nos parece más habitual. De cierto modo, que esto ocurra es lo que se espera, pero si aceptamos el hecho de que queremos saber cuáles son los intereses del «otro/a» es necesario primero escuchar. Consideramos que el ejercicio de las interlocuciones se está cumpliendo en razón de que ya no es solo una intención, sino una práctica constante dentro de la revista.

Ahora tómese la discusión acerca de estas publicaciones ¿Cuán interculturales nos pensamos? No seríamos honestos/as si dijésemos que lo somos tanto como lo pensamos, pues existen cuantiosos ejemplos en los que podemos encontrar a autores/as de las más variadas procedencias hablando al unísono del tema de interés de un solo grupo (aclaro: esto no es algo a desvalorizar) ¿Cuál es el intercambio cultural si todos/as hablamos de lo mismo? No es lo mismo pensar algo único desde distintas perspectivas a tener muchas propuestas para pensar. Ahí debiese radicar nuestra principal intención: abrirnos a la novedad del diálogo ya no solo como la invitación a hablar de lo que nosotros/as consideramos pertinente y, de este modo, permitirnos conocer qué inquietudes motivan las investigaciones en esas fronteras, reitero, geográficamente tan lejanas.

Motivados/as por esta idea es que publicamos el mismo día estos primeros dos números extra Interlocuciones del año con una cantidad tan amplia de temáticas, procedencias y disciplinas que se haría eterno hablar de cada artículo presente. Lo que queremos hacer es exhortar a quienes siguen nuestras publicaciones a lo largo de nuestros 25 años a que disfruten también de este espacio abierto a las más variadas expresiones y los más variados intereses temáticos. Una vez más, agradecemos el acompañarnos en este camino de tantos aprendizajes.

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ARTÍCULOS

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Manipulation in Interpellation of Iraqi Parliamentary Discourse

Manipulación de la interpelación del discurso parlamentario iraquí

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ABSTRACT

The purpose of this study is to analyze the language of parliamentary discourse and in particular interpellations. These interpellations are forwarded by an MP- usually affiliated to an opposition party- to the speaker, who in turn decides on the adequacy and sufficiency of the evidences provided to justify an interpellation. The interpellator then presents his argument, and in the same session the Minister is invited to answer to the allegations. It focuses on the discourse of both MPs and Ministers looking at the strategies employed by both parties to persuade and convince those who are listening to the proceedings.

Keywords: Critical discourse analysis, genre analysis, move structure, parliamentary discourse.

RESUMEN

El propósito de este estudio es analizar el lenguaje del discurso parlamentario y, en particular, las interpelaciones. Estas interpelaciones son enviadas por un parlamentario, generalmente afiliado a un partido de oposición, al orador, quien a su vez decide la idoneidad y suficiencia de las evidencias proporcionadas para justificar una interpelación. El interpelador luego presenta su argumento, y en la misma sesión se invita al Ministro a responder a las acusaciones. Se centra en el discurso de los parlamentarios y los ministros, examinando las estrategias empleadas por ambas partes para persuadir y convencer a quienes escuchan los procedimientos.

Palabras clave: Análisis crítico del discurso, análisis de género, discurso parlamentario, estructura de movimiento.

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INTRODUCTION

The language of politics has been extensively studied by researchers interested in the various areas of legislation, election campaigns, public speeches, political forums… etc. Parliamentary discourse- being a sub-genre of political discourse- also had a good share of linguists' interests and has been the focus of a number of studies. (Van Dijk 1999, Chilton 2004)

However, studying the linguistic features of parliament in the Iraqi context has been rather scarce. The current paper attempts to throw some light on the feature that characterizes the language of parliamentary discourse.

The activities of most parliaments in general and the Iraqi parliament in particular are divided into two major areas: Legislation and Monitoring. The former includes discussions of draft bills and the latter consists of those activities related to the following up the implementation of specific laws, agreements, or pledges of the government or its representatives. This is done in the form of questions, petitions or interpellations.

Accordingly, there are two lies of conflict going under the Iraqi Dome: the first is among the different members of parliament (henceforth MP) with their different affiliations; the second is between the opposition parties' representatives on the one hand and the government representatives on the other. It is one of the noticeable practices that each MP creates 'a positive presentation' of himself, his party and his social group. Meanwhile, the MP implicitly or explicitly displays 'a negative presentation of the other' whether it includes other MPs, other political parties or opposing government representatives.

Interpellations, as one form of Monitoring, are considered to be one of the most powerful and conflictive forms of democracy in the Iraqi parliament. this is due to the fact that they are forwarded by an MP- usually affiliated to an opposition party – accusing a minister of nonfeasance, mal use of authority and power…etc. and demanding an immediate explanation.

Purpose of the Study

This is an ongoing study that aims to investigate the linguistic features that characterize interaction and conflict among the various participants in interpellation in Iraqi parliamentary discourse. The current paper, however, primarily focuses on the following:

1- The overall discourse organization of openings and closings of interpellations.
2- Logical fallacies employed by MPS and Ministers/ Government representatives.
3- The differences- if any- between Mps and Ministers answers/ comments.

Data collection

The corpus of the study is the written accounts of all the interpellations of one parliamentary round, which takes of the most important interpellations. Those are approximately ten, each taking fragments of the session. The data also includes the Ministers' answers and the Mp's comments following. The interpellations under examination are selective from the same round to unify the socio-political context of the interactions, (2018-2019).

Theoretical Constructs

Critical Discourse Analysis (CDA) investigates how power relations and ideologies are manifested linguistically in a variety of discourse events, ranging from education, media and politics exploring the social political factors. As such the present analysis draws on the principles of CDA to explore the overall organization of interpellation in the Iraqi

Parliament as well as the rhetorical devices employed by both the Mps and ministers.

Van Dijk (2000a, p.100) points out that "parliamentary debates not only embody meaning and not only have multiple forms, but also forms of social and political interaction." The parliamentary debates, in particular, are different from any institutionalized discourse in at least two aspects. The first aspect is the prerequisite of

disagreement and confrontation until a decision is made; the second one is the presence of a multiple audience – either the other MPs or the TV viewers. MPs are expected "to deal with overt confrontation and strong emotional bias as preferred forms of interaction" (Illie 2000b, p.242).

Accordingly, this study draws on the relevant linguistic features that characterize the interaction and conflict between *us* and *them*, *self* and *the other* in Iraqi parliamentary interpellations. According to Van Dijk (1998a, p.4) " the polarization of Us and Them that characterizes shared social representations and their underlying ideologies is thus expressed and reproduced at all levels of text and talk,e.g. in contrastive topics, local meanings, metaphor and hyperbole, and the variable formulations in text schemata, syntactic firms, lexicalization…." Evidently, powerful groups tend to provide a positive favorable portrayal of themselves while presenting the other groups negatively either implicitly or explicitly as Van Dijk (1999) puts it "…..there is a large set of social and political actions MPs may engage in, both locally and globally, when speaking in Parliament. Most relevant for our analysis are those acts that presuppose positions of power (threats, warnings) or related social relations and the management of opinions of recipients about the outgroups (accusations, defamation, derogation)."

Illie (2000b, p.236) also strongly believes that "to a large extent, the Mps interaction in Parliament is a competition for power and leadership roles". This is in agreement with Van Dijk (1998a) who looks at power in terms of control of both mind and content stressing that those who can exercise more control over the minds and actions of others are more powerful. Those who have more access to the media or public talk, for instance, are thought to be more powerful than those who do not.

In addition, analysis of the overall organization of the discourse is carried out within the theoretical framework of Genre Analysis developed by Swales (1990), who noted that there is a regular pattern of 'moves' and 'steps' that appear in a certain order characterizing the overall organization of certain domains of professional and occupational activities. "Moves" and "steps" are defined as follows: "A 'move' is a unite that relates both to the writer's purpose and to the content that s/he wishes to communicate. A 'steps' is a lower level text unit than the move that provides a detailed perspective on the options open to the writer in sitting out the moves in the introduction. (dubley-evans & ST.joun 1998, p.89)."

Bhatia (1993, p.29) states that "writers seem to be fairly consistent in the way they organize their overall message in a particular genre, and analysis of structural organization of the genre reveals ways of communicating intention in specific areas of inquiry".

In addition to Swales' Move Structure Model, some of the rhetorical devices used by both the MPs and Ministers are analyzed to show they are used as means of persuasion. According to Charteris-Black (2005, p.10), "persuasion either seeks to confirm or challenge existing beliefs, attitudes and behaviors- persuasion is never devoid intention." To intentionally use various linguistic structures for rhetorical purposes is "a most common and legitimate everyday implementation of linguistic means" (Sornig, 1989, p.95). The rhetorical features discussed in this study are three- part list, parallelism, hyperbole and the number game.

Overall Organization of Interpellations

It has been noted that interpellations in the Iraqi context of Parliament are organized around a number of 'moves' some of which are obligatory, whereas others are optional:

MPs Opening Moves

1: Naming Allah
1.1: Quara'nic Verses (optional)
2: Terms of Address
3: Emphasizing the Importance of the Interpellation.
3.1. Reference to the MPs positive self-image (optional)
4: Documentation/ Evidentiality
5: Presentation of the Interpellation (Body)

M. Naming Allah

Strating by naming Allah charactreizes a number of oral genres in the Islamic world: political speeches, inaugurations and some official ceremonies as well as written official documents. It is the belief in the Arab Islamic culture that starting by naming Allah at the beginning of an activity provides blessings and success.

> *In the name of Allah, The Most Gracious, The Most Merciful.*

This is sometimes followed by verse from Quran.

M. Qura'nic Verses

Resorting to Quran is thought to be a persuasive strategy that can help attract the attention of the audience. The selection is usually highly significant as the MP focuses on those verses that describe the traits of good people and the rewards that await them in life and in heaven. This is contrasted to the bad people and the punishment that will be inflicted upon them. Members here are hence divided into two groups: good referring to the Self and bad referring to the others.

In most of the sessions, they choose sourat 'Ya Sin' because there are words in this soura such as "heedless", people who "do not believe" and they "cannot see" which give negative attributes to the other group. Such traits are targeted against the interpellated minister who is accused of nonfeasance, acting in accordance with his own interests regardless of the Iraqis' welfare, and hence he is unfair to the people. Therefore, he and his group are reminded of God's punishment.

In another session, the following verses are said:

> In the case of those who say "our Lord is God", and, further "stand straight and steadfast", the angels descend on them (from time to time): "Fear ye not" (they suggest), "Nor grieve! But receive the Glad Tidings of the Garden (of Bliss), the which ye were promised!"(…)"Who is better in speech than one who calls (men) to God, works righteousness, and says,' I am of those who bow in Islam"? Nor can goodness and evil be equal. (Sura LXI: 30-40)

In the former verses, the focus is on the punishment of the other group, which is negatively viewed, but in the latter, the reward that awaits the good people is emphasized. The MP implicitly includes himself with this group. In these verses, those who are close to God, straight and accomplish good deeds are promised serenity in life and in Heaven. Based on the truth-value of the preceding Qur'anic verses, the attendees can be more easily persuaded to believe and accept the arguments put forward by the MP.

Emphasizing the Importance of the Interpellation

Each MP is keen on presenting his interpellation effectively and, at the same time, maintaining his positive self-image right from the very beginning. Analyzing a number of the openings of interpellations shows that the major point an opening cannot do without and which the MP is careful to emphasize is the importance of his interpellation. This is sometimes done by reference to the number of those affected by the problem under question.

The following are examples taking from different sessions:

1- This interpellation is about one of the major public utilities that concerns all the Iraqi people….

2- The unemployment interpellation is important for all the Iraqi families; at least one in family is searching for a job.

Sometimes, the amount of people interested in the issue discussed or the number of questions addressed to the government about the problem is a proof of the interpellation's importance.

3- I have to give my colleagues a chance to present their petitions and questions concerning environment on this day which all Iraq is waiting for.

4- My interpellation is accompanied by 60 petitions and questions, which outnumbers one tenth of all MPs.

At other times, the interpellation is thought to be even important world wide. Reference is made to people and organizations all over the world who are interested in the issue under discussion.

5- The international Economic and social Council is extremely interested in this case.

Aggravating –if not exaggerating the importance of an interpellation could be done through hyperbole:

6- Today we are facing one of the most important and most dangerous cases.

Using such strong figurative language in the openings arouses the audience's interest and attracts their attention let alone their feelings to listen and react. Making sure the attendees are carefully listening is the first step towards their persuasion and hence their actions.

Reference to the MP's positive self-image

Mps are also very keen on mentioning their good intentions as well as their keenness on the welfare of the country, hence adding to their positive self-image. For example:

7- We have to emphasize, whether opposition or majority, that we are with the serious and honest investor.

8- Mr. President the truth is, while presenting my interpellation, I am only looking for the welfare of this great nation and these great people.

Documentation / Evidentiality

To strengthen their positive portrayal of themselves, almost all Mps mention their possession of documents and hard evidence proving that the accusations they level are solidly grounded and have to be taken seriously. The more there are documents, the greater the confidence.

9- I am in possession of a lot and a lot of files, and much more about other companies.

10- We will prove every single word with documents.

11- While I'm talking I have in my possession documents to validate every word I'm saying in the interpellation.

In some cases, it is not only the quantity of the evidence that matters, the quality of the documents is much more important. Therefore, the source is highlighted in the opening. This refers back to the idea of evidentiality. Closely related to the documentation is how the MPs derive their information,what types of media they resort to, what kind of books or newspapers they read and what sort of references they quote.

12- May I have your attention fellow members?, I will present documents. I will not utter a word without a document from the central Bank report.

13- I would like to confirm that I am not speaking out of thin air. I have more than 20- documents all taken from the central Auditing Organization (CAO) reports. These are evidences that I did not

make up. They are issued by a respectable government organization which is highly appreciated by the Iraqi people.

It is probable that the MP feels that knowledge provides esteem, prestige and above all power. Therefore, the type of books MPs read, the sources they refer to and the references they consult form a great deal of the positive picture the MPs draw for themselves in front of their audience. It is doubted that the attendees are actually even listening to the lengthy bibliography. This tactic is believed to add credibility to the Mp: he is knowledgeable and well educated; it is a strategy utilized for persuasive purpose.

Summation of the demands and requests of the interpellation

After providing evidence for the minister's accusations, the interpellator has to close his/her speech by a summary of what he thinks should be done to overcome such problems.

14- We demand that there would be development, that there would be social justice and that there would be effective supervision; we do not want any negativity…….

Notice the parallel structure: the demands are listed in a 3- part list, a rhetorical strategy that is thought to impress the hearers and that gives a sense of completeness and comprehensiveness to the solutions proposed.

15- I do not want to discuss what I mentioned before, but I would like to summarize my demands: First, upholding the law as was mentioned in the constitution….. Second,.. The Minister should be held accountable for all hid deeds. We should guestion him…

A direct attack is leveled at the minister accusing of mal use of authority. Such clearly substantiated negative other presentation entitles the MP the right to go as far as demanding the minister to quit.

Sometimes, the demands are in the form of questions that need answers from the minister.

16- I want the Minister to tell us who is responsible for the closure of the factory.

At other times, the main points of the interpellation are summarized in a stronger figurative form (using rhetorical questions) since they have been already confirmed by the details mentioned in the body of the interpellation. Additionally, the use of lexical items with negative connotations helps in drawing a negative picture of 'the other'.

17- Do you manufacture steel or do you produce hundreds of unemployed? Are you increasing the number of unemployed people? Or are you increasing the number of factories?

Reiteration of what was mentioned in the opening

Mps tend to repeat what was mentioned in the opening sometimes adding an 'appeal' to it.

18- I beg you to judge this interpellation using your conscious. We have to prevent the crime that is being committed against this country.

19- We've come here to defend this nation and its great people.

This actually seems like a stronger restatement of the overall proposition mentioned earlier in the opening of the same interpellation. The MP then reemphasizes his keenness on the interests of the country, by employing almost the same words he has used in the opening section. This in addition, reinforces positive self-image.

20- I have all the documents and if the President (of the parliament) wants the papers, I'll give them to him. Take all the papers, the papers of corruption.

These MPs are so eager to stress the validity and authenticity of their evidence at the very end before the minister replies and claims that the interpellation is not based on accurate and true data. The last example

combines the reference to documents, in addition to an appeal to the feelings of the attendees. This is taken up in the next move.

Emotional Appeal

The interpellating MP here appears in desperate need for help. He seeks the aid from 'the other'. The other here is the MPs attending because they are the people's representatives, the legislators, the judges and the decision takers.

21- I don't have the authority to withdraw the confidence from the Government, but I'll leave the matter with you, you are the legislators, you are the judges under this Dome. You tell us how we can straighten things up.

The interpellation is simply a message delivered by a messenger who knows well that he alone is powerless unless the other MPs decide to take back him up in his pursuit of the truth and the fight against corruption. Stressing the positive, other presentation is done for persuasion and stimulation purposes.

His final word is a call for unity against corruption; those who unite are the honest and honorable people like himself and his audience excluding the minister. Sometimes the MPs resort to a memorable quote to finalize their argument by asking God's aid against evil represented by 'the other' group to which the minister belongs.

THE MINISTERS' REPLEY

Evaluation

Ministers tend to begin their replies with appreciative words directed towards the speaker, the MPs and the parliament in general. The minister is implicitly working on the positive portrayal of himself. He is careful to clarify the inaccurate facts mentioned in the interpellation "not for the purpose of providing his innocence from all the accusations leveled by the opposition, but out of his concern and interest in the citizens' welfare".

22- Allow me to sincerely thank my colleague, Mr……for giving the government a chance to correct the information he provided….

Tables are turned. The repley is a chance to correct the false information provided by the MP in his own interpellation as if the MP has brought it upon himself.

23- It is a good chance to tackle an issue we seldom deal with. Hereby I thank those who first presented questions.

It is clear from the examples above that the ministers want "to plead innocent" from the very beginning. They are glad to be interpellated since it is a chance to clarify, demystify and correct the allegations of the interpellating MPs.

Sometimes the minister appreciates the MP's good feelings or sincere concern about important issues. Therefore, thanking and praising move is not meant for positive self-presentation, but for positive other presentation as a persuasive technique.

24- Actually, before I begin- Mr. President- I'd like to thank the MPs for their noble feelings towards me. And I like to say that these feelings are mutual and even more.

It is evident that such repetitive strategy of praising the supposed 'other' empowers the minister's reply and enables him to win the other on his side so that they finally melt. Self and other becomes one thing.

25- Of course, we all agree and no one can argue about what we are dealing with today.

Evidentiality

Similar to MPs, Ministers also resort to 'evidence' to prove their points. However, they never emphasize their possession of documents. Instead, it is more like a promise to provide the 'proof of innocence'. Such attitude gives the impression that a Minister is naturally trusted, but an MP has to struggle to be believed.

26- This is the truth and I will prove it in detail
27- What's important, Mr. Speaker, to be able to tackle the whole issue is that I will refer first to the Assembly's interior by law…..
28- However, I will prove it form the law and I will answer for every incident the MP has mentioned….and I will clarify what happened exactly about all his allegations….

Therefore, the minister appears to be the one who tells the truth. After all, whatever the MP has said are simply "allegations".

Reiteration of what was mentioned in the opening

Similar to their interpellators, ministers select to reemphasize what they think to be the key issues in their answers.
In the following example, there is repletion of the concession that there is a need for reformation with the aid of the parliament, followed by a disclaimer that there is no need for criticizing those who execute such reformation.

29- This means that there is a need for reformation but there is no need for criticizing and attacking the administration, which executes such reformation.

As a persuasive strategy, the Minister, in the excerpt that follows, makes sure to revisit his major proposition which happens to be the main core of an interpellation; namely not to attack honest people without any hard evidence. The use of documentation and rhetorical question highlight the idea.

30- How can we accuse this honest person? How can we accuse him in his honor and his integrity?

A Pledge

Logically, the interpellating MPs have some negative allegations and specific demands concerning the ministers' performance. Therefore, the ministers have to plead innocent and promise to do their best in serving their country. Via these sincere pledges, the negative image the MP draws of the Minister is altered.

31- We will investigate any company or any person we get to know has mal used their authorities, the company's money or recourses.
32- I am committed in front of you and all the Iraqi people that I'll do my best to defend of our home.

Summing and confirming Key Issues

Summing up key points especially at the end of the reply is another strategy used for persuasion, allowing the Minister to have the final words. The following examples stress the rhetorical power that ministers possess; typical political rhetorical expressions are used like 3- part list, parallel structure and repetition.

33- Therefore, discipline is there…. The legal instrument is there, and the supervision is there.
We do not deny any violations, and we do not defend any violations.
Any violations detected have been already investigated or will be investigated.

Rhetorical Features

It has been noted that both MPs and Ministers resort to a number of strategies in their attempt to arouse the audience and elicit their approval, as three part list, parallel structure, repetition, and number games.

Three Part List

Three part list is thought to be a powerful persuasive tool as the following quotation suggests: "One of the most common means of eliciting approval is the use of what Atkinson calls 'a list of three'. Whatever the nature of the speech act, political speech or casual conversation, the three –part list is embedded in certain cultures as giving a sense of unity and completeness. (Beard, 2000, p.38)"

They are usually stressed and said aloud and hence the "prosodic features of pitch, tempo and rhythm add to their effect." (Beard, 2000, p.38). Such rhetorical strategy is thought to be typical of political discourse. It appears in many forms: a repetition of the same word, or a list of three different words or phrases or even long statements and rhetorical questions in addition to parallel structures.

Generally, it is a rhetorical feature used to keep the image of politicians as eloquent orators. Another function could be related to the persuasive power of such enthusiastic statements. It is noted however, that the MPs resort to the three part lists more often than Ministers; this is believed to be due to the fact that Ministers-being public figures and have the support of the Speaker (as they are from the same governing party) in addition to the support of the government- they do not need to use the power of rhetoric to persuade attendees.

34- We want our youth to work,
We want to eradicate unemployment,
We want to increase our production.

35- Executing such mechanism would help create new job opportunities for the people in selecting, collecting and manufacturing, hence help in solving the unemployment problem, saving energy, and the optimum usage of natural resources.

The favorable presentation of the MP is emphasized due to the positive connotations of the three verbs used in the previous two examples in addition to the repetitive use of the inclusive pronoun "we" that stresses the listeners' identification. On the other hand, the three part list is usually utilized to enumerate the negative attributes of government officials or organizations (the other).

Parallelism

It is the belief that MPs use parallel structures to draw a favorable picture of the 'self', and at the same time, create an unfavorable image of the 'other'. Parallel structure apparently enhances and reinforces the intended message. According to Wales (1989), it is a device common in Rhetoric; its form relies on the repetition of the same structural pattern. "To say that linguistic structures are parallel is to say that they share a common structural frame, and that within this frame, some element or elements differ in form. (Johnstone, 1991, p.33)".

Such structure is one of the common features found in the data both by MPs and Ministers. Following are examples taken from MPs:

36- We have come here today to defend the interests of this country and the interests of these people.

37- The first thing we're confronted with in every house, in every street, in every ally. In every office, in every factory is the amount of refuse.

Hyperbole

This strategy is used a lot by politicians generally and MPs particularly. The reason beyond using it extensively is concluded in what van Dijk states in the following: "As a move under the general strategy of positive self-presentation and negative other-presentation, semantic exaggeration is common, especially to emphasize negative outgroup characteristics or actions. (Van Dijk, 1998b, p.28)".

MPs mainly use hyperbole in their openings and closings for effect, and impression management. The unfavorable picture of 'the other' is accurately drawn through lexical choices connoting negative notions.

38- And that is the greatest danger in Iraq, that anyone can take a loan without any guarantee. That's wrong.

39- What happened is an unforgivable treason unless one fights it.

40- This issue is greater and more critical than anyone could believe it would happen in Iraq.

Such exaggerated reference- via the use of superlative forms- to the type of problems or issues the MPs deal with attracts the attendees' attention to listen and concentrate. Moreover, it explicitly demonstrates the importance of the interpellation itself.

As for the Ministers, they utilize hyperbole to foreground the positive characteristics of the in-group (the government or its organizations) in an answer to the MPs'allegations.

41- The results confirmed that our hospitals are equipped with the latest international devices.

42- I have to say that our staff is highly honest as they were chosen by specific team.

Interestingly enough, the superlative forms of adjectives are similarly used, but associated with lexical items carrying positive connotations.

43- The Iraqi's expenditure on the health sector is considered one of the most worldwide.

The previous example is an attempt by the minister to prove that the Iraqi's expenditure on health would result into money liquidity crises, and hence there are problems as the MP is trying to show.

The Number Game

The number game is considered to be a special case of hyperbole. Large numbers are used as a means of exaggerating, maximizing and foregrounding positive or negative characteristics of 'the self' and 'the other' respectively. Though this feature is not a part of the traditional figures of speech, the play on numbers and percentages in political language can be argumentatively and persuasively effective. This feature is one of the most recurrent rhetorical devices utilized by both MPs and ministers in the data basically depending on the topic of the interpellation as the following illustrations exemplify.

To draw the negative image of the other, MPs use the number game as an evidence of corruption in the government bodies. The exact numbers – especially when detailed and with fractions – are more credible than the general reference to money, gains or losses.

44- Some of the simple tools cost 52 million although they in fact should not exceed 300 thousand.

45- The official papers presented to the Minister states that the number of the ------is 55 thousand.

CONCLUSION

This is obviously a cat and mouse situation. Both MPs and Ministers are more or less using the same persuasion strategies with variations. The MPs rely more on their possession of documents and hard evidence to prove the Minister malpractices. They try hard to brighten their positive self-image using supporting Qur'anic verses, reference to the great importance of their interpellations and even appealing to the MPs attending to take actions. On the other hand, Ministers are also aiming at drawing a more positive picture of themselves (and whoever they represent) and, at the same time, emphasize that what the MPs say are simply false allegations no matter what documents they have. Armed with their power of rhetoric, organization tactics and above all the support of the government, they tend to attack the MPs explicitly and implicitly (sometimes ironically). Interestingly, Ministers seldom resort to the documentation strategy as if what they say is automatically trusted and believed but what the MPs say need a lot of evidence to prove. However, ministers receive most of the applause in the sessions. The Mp and the Minister is each powerful in his own position.

Each of them is loaded with his own sets of weapons but each has to work hard to maintain such power and from here emerges the conflict.

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Advanced Analyses of Text

Análisis avanzado del texto

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ABSTRACT

This study aims to analyze texts through analysis of invisible text, which includes many meanings, expressions and norms that can be accessed by symbolic behavior such as language, literature, and the arts. In recent decades, the rapid increase in the development and availability of resources and computational technology has led to an increase in the analysis of multimedia texts that appear in a range of disciplines in clouded in the above study the prevalence of contemporary digital media forms requires researchers to keep sociocultural developments. At this stage, multimedia studies are required as a kind of experimental text.

Keywords: Analysis of text, language, literature.

RESUMEN

Este estudio tiene como objetivo analizar los textos a través del análisis de texto invisible que incluye muchos significados, expresiones y normas a los que se puede acceder mediante un comportamiento simbólico como el lenguaje, la literatura y las artes. En las últimas décadas, el rápido aumento en el desarrollo y la disponibilidad de recursos y tecnología computacional ha llevado a un aumento en el análisis de textos multimedia que aparecen en una variedad de disciplinas en el estudio anterior, la prevalencia de las formas contemporáneas de medios digitales requiere investigadores que mantengan los desarrollos socioculturales. En esta etapa, se requieren estudios multimedia como una especie de texto experimental.

Palabras clave: Análisis de texto, literatura, lenguaje.

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INTRODUCTION

Text analysis comprehends a class of techniques for the social scientific study of *communication*. From one point of view, text analysis (content analysis) can be contrasted with *observation*. Central to it is not the material, the visible, the audible. It is the invisible: the world of meanings, values, norms as these are made accessible by symbolic behavior (language, literature, plastic art, music etc.). The '*content*' in content analysis is the material`s meaning, i.e., the social significance behind the visible or audible symbols in papers, books, film recordings, pictures, paintings or behind human activities in radio and television broadcasts or in films. In his book, *Computer-assisted Text Analysis*, Roel Popping states that, in this case, the focus is especially on the content of the message, by preference in mass communication where the message is addressed to many people.

About text analysis

Originally, text analysis was used to draw conclusions regarding the source of the message. Sources were often a collectivity, like for instance an organization or a government. However, communication is more broadly understood as involving message, channel, audience, as well as source. In fact, these 4 aspects of communication represent the most common contextual variables used in analyses of text and transcripts.

Beyond examining symbolic content within various contexts, text analysis is used in bringing structure to an enormous amount of rather unstructured information. This allows the investigator to make explicit various aspects that might not be noticed by a lay observer. Therefore a better understanding can be gained in certain aspects of societal processes.

On the other hand, the meaning of text analysis remains still illusive. One might ask whether sensoty perception could have the invisible and immaterial as its object. The analysis of content does not focus on behaviour. It focuses on recording and comparing artifacts of attributes produced by human behaviour, both individually and interactively. Its fundamental characteristic is the fact that it is concerned with the communicative act *post hoc*.

The Aim

The present study aims at: Advanced analyses of text, is the term for any text analysis in which variables indicate the occurrence of particular concepts.

Thematic analysis

Thematic text analysis (referred sometimes to as *traditional text analysis*) is the term for any text analysis in which variables indicate the occurrence of particular concepts. Practitioners of thematic text analysis usually reserve the term *theme* for broader classes of concepts. The theme can be considered as subject and as attribute. In this case it is a subject; the analysis is focused on a specific referent (ex.: the president, the US, communism, British foreign policy etc.). Themes as attributes are indicated by their measures of qualification. Thematic text analysis allows the investigator to determine what and how frequently concepts occur in texts. The method is particularly useful when the investigator is interested in the prominence of various concepts in texts, possible reflecting broad cultural shifts.

The data matrix in a thematic text analysis has one row for each randomly sampled block of text and one column for each theme that may occur in these text blocs. Let's say the following sentence comprises a text block:

I always drive safe.

If an investigator is interested in the concept *SELF-REFERENCE*, this sentence contains one occurrence of the concept, namely the word *I*. Investigators, though, will most likely have

numerous concepts they are interested in and a dictionary containing list of corresponding words and phrases that reflect each.

Cells in a thematic data matrix reflect the number of occurrences of a particular concept within a specific block of text. An example of a resulted data matrix is illustrated in Table 1.

Table 1. Data matrix for a thematic text analysis

ID NUMBER	Concept 1	Concept 2	Concept 3
1	0	0	0
2	1	0	1
3	0	2	1
4	0	3	2
5	0	0	0
.	.	.	.
.	.	.	.
.	.	.	.

Source: **Popping R.,** *Computer-assisted Text Analysis,* 27

ID numbers correspond to text blocks. If Concept 1 were SELF-REFERENCE and the first text block were the sentence *I always drive safe*, the *I* in the associated cell would indicate a single occurrence of SELF-REFERENCE in this text block. Once concept occurrences have been encoded, the frequency and their co-occurrences can be investigated.

Text Encoding

If the instrumental approach is followed, the dictionaries are available before the actual coding process starts. As these dictionaries contain all concepts and their corresponding search entries, the coding process is easy to automate. The representational approach, though, doesn`t imply on beforehand a predetermined relation between concepts and search entries. These relations and linkages depend on the context within which a search entry is used. Hence, this approach is hard to automate. This approach allows also not just to detect new search entries for concepts in the texts. New concepts might be derived as well from information in the texts.

Contingency analysis

In thematic text analysis one can report occurrences and co-occurrences of concepts. Occurrences indicate the prominence of themes. When compared across contexts they can afford inferences about culture`s changing themes for instance, ideas, issues and dilemas or differences between media in representation news content about the same issue. Looking at co-occurrences means looking at associations among themes. This analysis is also known as *contingency analysis*. In this type of analysis the goal is to calculate associations among occurrence measures and to infer what the resulting pattern of association means. Problems may occur if these inferences are abour how concepts are related. Roel Popping invites us therefore to consider the following text block is investigated: *'The man likes detective stories, but his wife prefers love themes*'. The concepts MAN (represented by *the man*) and LOVE THEME (represented by *love themes*) co-occur in this block, but no relation between the 2 is specified. For such inferences relations should have been encoded *a priori*, not via *ad hoc post hoc* looks at the text.

KINDS OF TEXT ANALYSIS

Text analysis – Semantic approaches

In the thematic approach concepts are counted. On other side, in the semantic approach relations among concepts are also encoded. These relations are founded in clauses. The advantage of this approach over the traditional thematic one is the fact that it 'preserves' the complex relations between parts of texts and, hence, preserves much of the narrative taste of the original text.

The move from a thematic to a semantic text analysis expands the type of questions that a researcher can answer. Referring to propaganda techniques in making this point, it is noted the fact that in a thematic analysis a possible research question would be the following: *What themes are mentioned in propagnad that aren`t mentioned in other communication*? Using the semantic approach, the question can be extended to *what syntactic strategies are used by political leaders when their policies fail (/succeed)?* Unlike the former question, the last one asks about concrete relations among concepts used in different social contexts.

Semantially encoding data requires that one fit concepts that occur in a clause into a semantic grammar. The concept of clause is the usual one here, more precise a sentence or part of a sentence that contains an inflected verb, an optional subject and/or object plus all modifiers related to this verb, subject and object. Let`s take the sentence *The lower the prices, the mor the customers*. This sentence is comprised of two clauses, because it contains in the first place two inflected instances of the verb *to be*. Therefore, one determines the number of clauses in a text by counting its implicitly and explicitly inflected verbs. A semantic grammar is a template in to which codes for concepts are fit. For instance, let`s take a four-position semantic grammar for encoding opinion statements appearing in newspaper editorials. The grammar specifies the following 4 semantic components:

1. *Agency* – the initiator of an activity
2. *Position* – the position regarding the agency`s activity
3. *Action* – the activity under consideration
4. *Object* – the target of the activity

Applying this template to the sentence *People don`t listen enough to each other*, would require assigning the concept *people* to the component agency, *ought to* to the position component, *listen* to the action component and *people* to the object component. Other examples are *Unemployed people* (agency) *cannot* (position) *improve* (action) *their standard of living (*object), and *gasoline taxex (*object) must *not* (position) be *raised* (action).

Text analysis- semantic grammar

This semantic grammar has the Subject-Modal-auxiliary-verb-Verb-Object form used in linguistic content analysis. In most of the cases valence information (regarding negation, evaluations and so on) is included under the verb component. For this reasone one sometimes refers to a semantic gramar as having a Subject-Verb-Valence-Object form. By taking texts relational characteristics into account, semantic text analysis improves upon thematic text analysis methods and over comes many of its problems. Based on a thematic text analysis, co-ocurrence of subject and object can be identified, in the semantic text analysis the relation is specified and might be investigated (Yule George 2010).

Semantically encoded data can be used to make inferences about the condition under which texts` authors take specific positions on others` intentions. For instance, when a government`s totalitarian leadership initiates a public relation campaign to 'democratize' its image in the US press, such data could be used to test whether a significant increase had occurred from before to after the campaign in the odds that US news stories describe the regime (subject) attempting (position) to listen to (action) its citizens (object) (Popping R., *Computer-Assisted Text Analysis*, 1, 26-29).

Multimodal text analysis

Multimodal analysis includes the analysis of communication in all its forms, but is particularly concerned with texts which contain the interaction and integration of two or more semiotic resources – or *modes* of communication – in order to achieve the communicative functions of the text. Such resources include aspects of speech like intonation and other vocal characteristics, the semiotic action of other bodily resources like gesture (face, hand and body) and proximics, as well as products of human technology like carving, painting, writing, architecture, image and sound recording and, in more contemporary times, interactive computing resources (ex.: digital media harwares and softwares). Different semiotic resources bring with them their own affordances and constraints, both individually and in combination, as well as analytical chalanges in terms of the natures of the media, the detail and purpose of analysis, and the complexities arising from the integration of semiotic resources across media.

Kay O`Halloran and Bradly Smith show us that two major strategies have emerged, constituting two of the major approaches by which multimodal text analysis can be characterised: the first is exploring theory, using text analysis as both test and illustration of the discussion of general principles; the second is exploring actual texts, working form such analyses towards generalizations. The first approach doesn`t assume and problematises theory. The much of the work is involved with comparing and integrating knowledge and practic from often disparate theoretical traditions. Multimodal studies suits such an approach, when one considers the wide range of disciplinary and theoretical traditions for which multimodality is relevant. In this approach theoretical generalization is often applied to analysies across several different texts and types of text, in order to derive, test and emphasize general principles. The second approach is to pay a very close attention to and work from actual specific texts, where the focus is upon the text, building up detailed descriprion, often as a form of running annotaion and usually adapting and applying an established theoretical and descriptive framework but deriving descriptive generalizations out of such text analysis and modifying theory as a result. In this approach, analytical detail is paramount, and once again, the challenges of access, transcription, analysis and reproduction in publication are all to apparent.

While the difficulities of multimodal text analysis are apparent in most works which explore this field, there has nevertheless been built up over time a corpus of detailed multimodal analysis which has provided the means for testing, exploring and illustrating ideas about how multimodal communication works. It`s important to recognize therefore the fact that, while it`s only in recent decades that extensive multimodal text analysis has announced the emergence of a distinct field of multimodal studies, in fact the studies of multimodal communication and artefacts can of course be found in the long lineage of works within anthropology, archeology, art criticism and history (ex.: painting, sculpture, music, theatre, opera, film etc), computer science, engineering, psychology, and all fields of research engaged with human or non-human communication. The related practical disciplines, like the various forms of art, provide also ample material for multimodal text analysts to draw upon. Moreover, in recent decades, the rapid increase in sophistication and availability of technological (particularly computational) resources and techniques for analysis of multimodal text has no doubt driven the fast increase in multimodal analyses appearing within a range of disciplines.

Exhaustive text analysis

It is clear the fact that both the empiricism of detailed, exhaustive text analysis (coping with challenges this raises) and the ongoing problematisation and exploration of theoretical genralization and abstraction are needed for the development of resources for and practice of multimodal text analysis. Moreover, multimodal text analysis requires the integration of both low and high level analyses: as with studies of intonation, the study of multimodality has been centrally concerned with the material plane, the organization of the physical (including technologically-driven) phenomena by which meaning is created, in their relation to higher level grammatical and semantic

organization of such as abstract, semiotic system and structures. How to relate the also-called the content and expression planes has been a central central challenge for multimodal analysts and this challenge has become more acute as sophisticated instrumental analysis – particularly computational automated techniques for feature extraction – make possible the analysis of primarily low-level features within large corpora of multimodal text. The availability of such techniques is both a great opportunity and difficulty for scholars of multimodal comunication: one major challenge is to trace and make explicit the path from such automatically detected features to the socio-cultural patterns significant to multimodal analysis of text, in ways that draw upon the respective riches of computational and semiotic sciences, as well as the knowledge and practices of other disciplines like mathematics, physics, psychology, ethnography etc. The immediate demands of multimodal texts analysis actually become site for the exploration of synergies between disciplinary and theoretical traditions, as it is to understand actual text through the kaleidoscope of the multitude of relevant perspective.

CHALLENGES AND SOLUTION FOR THE ANALYST

Variety of text and curricula

The variety of work and approaches within this range of disparate fields of sciences and humanities research constitutes both a rich resource and a challenge for the multimodal analyst. One must sort through the complementarities, inconsistencies and redundancies of the different approaches and perspectives, working out which types of analysis suit which researh project – some approaches being more appropriate to certain tasks than others. This has been a key issue with respect, in particular, to the adaptation and application of linguistic theory and description, which has been an important influence upon multimodal studies. Multimodal analysis must include analysis of language where relevant; but in the analysis of semiotic resources other than language, whether involved in intersemiotic relations with language or not within a particular text, the question of how much of linguistics can be adapted for the analysis is still an open question. It`s important to note therefore the difference between the application of general theoretical principles, and the adaption of a specific description: It is the former that drives the development of descriptions of semiotic resources other than language, while the latter (linguistic descriptions) can nonetheless provide useful materials, if appropriately adapted for such descriptions. The same question, though, can be applied to work within all relavant disciplines: determining the affordances and constraints of theories, descriptions and methodology adapted and applied from existing disciplines and traditions is a crucial challenge for multimodal text analysts (Fromkin 2017).

Multimedia text challenges

Other issues remain for the multmodal text analyst. For instance, the issue of corpus constraint keeps challenging multimodal text analysts: gathering multimodal corpora has become increasingly difficult, not the least because of ethical concerns which become acute when audiovisual recording of naturally occurring discourse is available. There are also difficulties in terms of data collection (like the recording process itself, often involving technical expertise not always at hand for multimodal analysts), and the dynamism and hyper-textuality of contemporary interactive digital media has compounded this issue. The issues of detail, scope and complexity continue also to haress multimodal analysts, but becoming increasingly evident with the availability of sophisticated interactive digital software application which provide platforms for an ever-more minute analysis of multimodal phenomena. The human analyst can never be replaced by computer based or other technology based approaches, but such resources increase the power of analytical reach (ex.: via low-level feature extraction, mathematical processing, visualization techniques), presenting richer but more complex and detailed phenomena to analyse.

The application and value of multimodal text analysis are enormous. Multimodal communication is central to human existence, and yet such is the nature of multimodality – the joining of abstraction and material in semiosis – that this is an area of the natural world that still remains relatively underexplred, and not well understood, compared with the material plane.

CONCLUSIONS

The connections between language and social psychology are changing at an accelerating rate. When journals like *Journal of Language and Social Psychology* were founded, most research was based on written text or transcriptions of spoken text, all of which were hand-typed, hand-scored and stored in a filing cabinet for later analyses. Researchers interested in language and social processes have hystorically been trained in laboratory methods whereby participands were run, one at a time, in highly controlled setting to capture best the links between language use, cognitive processing and communication dynamics (Tausczik Y.R., Pennebaker J. W., *The Psychological Meaning of Words: LIWC and Text Analysis Methods*, 38).

Innovations in word analysis are (Dowing & Locke 2006) challeging the social psychological methodologies most of us have grown up with. In the amount of time it takes to run a single participant in a social psyschology language study, now we can download dozens of personal writings, interaction transcripts or other forms of text that can be analyzed in just seconds. The online world provides a way more diverse population from which to draw as well as access to a wide rance of languages.

Research using new text analysis methods will be expanded to capture cultural differences mirrored in language use. Language style conveys subtle information about social relations. The relevant social information can vary greatly between langage and cultures. Of course, some of the most striking cultural differences in language – like markers of politeness, formality or social closeness – are inherent in function words rather than content words.

The proliferation in forms of contemporary interactive digital media and the ubicuity of their use puts demands upon scholars of human communication to keep up with wither socio cultural developments. What is required at this stage in the development of multimodal studies as a field is the sort of empiricism of extensive text analysis. To do this inevitably require that analysts of multimodality learn to use (particularly contemporary digital) multimodal resources and techniques in order to appropriately deal with the natures of such media: to turn multimodal language back to itself (O`Halloran K.L, Smith B.A., *Multimodal Text Analysis*, 2-4, 7-11)

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Stylistic Analysis of Cohesion in Ted Hughes 'The Wind'

Análisis estilístico de la cohesión en Ted Hughes 'El Viento'

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ABSTRACT

The study attempts to examine and analyze Ted Hughes' style in his poem the Wind. The poem is about the natural element, wind, which is described in an unconventional manner. The discussion and results of the study present how Ted Hughes' language is used in a way to reflect the savagery of the natural element, wind, by the patterns of cohesion and foregrounding in the poem. Thus, the analysis of the study will enhance the reader's understanding of the different stylistic features in the poem; they are structure, themes, symbolism and intertextuality.

Keywords: Cohesion, Foregrounding, Halliday and Hassan's' Model (1976), The wind.

RESUMEN

El estudio intenta examinar y analizar el estilo de Ted Hughes en su poema El viento. El poema trata sobre el elemento natural, el viento, que se describe de manera poco convencional. La discusión y los resultados del estudio presentan cómo se usa el lenguaje de Ted Hughes para reflejar el salvajismo del elemento natural, el viento, mediante los patrones de cohesión y primer plano del poema. Por lo tanto, el análisis del estudio mejorará la comprensión del lector de las diferentes características estilísticas del poema; que son estructura, temas, simbolismo e intertextualidad.

Palabras clave: Cohesión, el viento, modelo de Halliday y Hassan, primer plano.

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INTRODUCTION

It is assumed that a literary text is often seemed to show breaking, restrictions and licences not found in other uses of language. Thus, a literary text is a piece of the language as a whole, so far what we can learn about how language may assist us (to) understand any literary piece and vice versa.

It has also been assumed that the literary text analysis deserves reading since it affects its readers in an abnormal manner (Mugair et al., 2018). To Simpson (2004, p.13) “literary effect" is dependent upon style as one thing, to demonstrate just how this is quite is another.

However, we often recognize the coherence of any literary text by the grammatical structure of clause and sentence, but, more important, by its semantic integrity, i.e., by the cohesive relation between an item found in the text and some other items which are necessary to the interpretation of that item (Trotter: 2002, p.109). Therefore, a text cannot be similar to a sentence only bigger but it differs from it in kind because a text is not grammatical unit but a semantic one. (Halliday and Hasan: 1976, p. 2).

So far, cohesion is considered as a necessary condition for the creation of any text. To Halliday and Hasan (ibid, p. 5) the notion of cohesion can be interpreted in the following words: "The concept of cohesion is a semantic one, it refers to relations of meaning that exist within the text and that define it as a text".

Leech (1970, p. 120), likewise, explains cohesion as the way in which independent choices in different point of a text correspond with or presuppose one another, forming a network of sequential relation.

Therefore, cohesion is a semantic relation, which functions as a tie between two and more compounds, these compounds are called "the presupposed and the presupposing". Halliday and Hasan (1976, p.2) name the "relations of meaning that exist within the text and that define it as a text" as 'TIES'.

To them (ibid, p. 9) cohesion can be classified into five main types.

a. Reference is a semantic relation (identification or comparison) between a reference item and its referent, e.g., pronouns, whose primary function is deictic (exophoric reference to the context of situation), have a secondary (endophoric) function of referring backward (anaphoric usage) or rarely, forward (cataphoric usage).

b. Substitution (nominal, verbal or clausal) is grammatical relation between linguistic terms in case of non-identity of referents. Typical substitutes are one, any, do, so, not, etc.

c. Ellipsis is replacement by zero. Its basic function is 'to create cohesion by leaving out, under definite rules, what can be taken over from the preceding discourse, making explicit only what contrast with it (ibid, p. 196).

d. Conjunction is a semantic connection between sentences as a whole (e.g., and, but, yet, then).

e. Lexical cohesion is a relation between specific lexical items of different sentences, and is 'achieved by the continuity of lexical meaning" (ibid, p. 230).

In other words, they distinguish two major headings of cohesive relation:

1. Grammatical cohesion, which subsumes reference, substitution, ellipsis and conjunction.
2. Lexical cohesion which subsumes lexical relation and collocation.

This is an obvious literary feature. By foregrounding we mean the deliberate deviation from the rules of the language code or from the accepted convention of its use, which stand out, or is foregrounded, against a background of normal usage, (Jeffries: 2010; Leech ibid, p. 120-3).

Foregrounding occurs, therefore, when the semantic features of an item in the code do not correspond with those which are bestowed upon it by the contextual environment in which it appears.

To Leech (ibid) another manifestation of foregrounding occurs when the author or writer, instead of exercising a wider choice than is permitted him by the code, deliberately renounces his choice and procedures uniformity where variety would normally be expected. In other words, Leech (ibid) wants to say that building up

inta-textual syntactic equivalences is a characteristic of foregrounding in that it creates patterns of long-wage that are not found in ordinary language usage.

So far, this breaking of norm is what makes it allowable for the poets to use the language; otherwise, there would be no poetry (Mukarovsky: 1970, p.42). This view leads the discussion to Leech's principle of creativity for he believes that the writer should do hard for deautomatizing his or her language, and in his respect Leech (1969, p.23) states that the poet can be nothing unless be creative, i.e., the poet should use his language in some sense creatively.

Leech (1970, p.193) adds another notion of linguistic interpretation whereby the foregrounded elements "identified in isolation are related to one another and to the text in it's entirely". Thus, Leech (ibid) argues that "if a single scheme extends over the whole texts, it can itself be regarded as a form of cohesion".

However, Halliday and Hasan (1976) present four dimensions of cohesion that are principles in a stylistic/ linguistic analysis of any literary text; they are lexical cohesion, grammatical cohesion, phonological cohesion and graphological cohesion because these dimensions build up aspects of meaning essential for the meaning and literary interpretation of that text (for more Information see Mugair: 2015).

METHODOLOGY

The study tries to analyze cohesion in the poem ***Wind***. Here, the poet Ted Hughes has his own style which is based on certain criteria and techniques. The researchers use a descriptive qualitative method in the classification of cohesion kinds applied by the poet.

The Model

As it is stated earlier, Halliday and Hasan (1976) present several ties of cohesion; they are lexical, grammatical, phonological and graphological with respect to foregrounding concept/ perspective. Thus, the present study limits itself to examine the four mentioned ties/ levels respectively. The model of study is shown in the following figure:

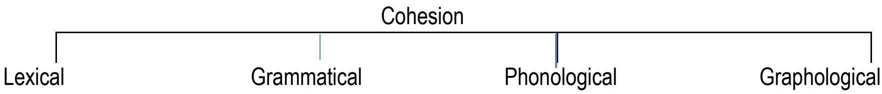


Figure (1) The Model of Study

Data

The data will consist mainly of examples taken from Ted Hughes' poem *Wind.*

The Analysis and Discussion of the poem *Wind*

The poem is around the natural force, wind that, in Hughes' poem, is interpreted in an unconventional way. Here, the wind is delineated as one thing that is powerful and cruel, not like the way winds are commonly delineated. In short, this poem describes a robust wind that has negative and damaging effects on the place that is intimate with it. The persons in this poem delineated to be in troubled with the wind and even the gull and magpie are not spared. Through the poem, the author attracts the readers' attention to the bleaker and darker aspect of the wind, that is commonly delineated 'romantically' as 'light' and 'breezy' or providing positive impact. However, the author during this poem evokes the truth visaged by those experiencing the brutal wind by conjuring a picture of fear and destruction, that distinction with the same old plan of wind. Hughes has managed to point out the unpleasant aspect of nature in its fury during this poem.

Lexical Cohesion

The study states that a precise analysis of the vocabulary or figures of speech of a poem is not possible in the same way as it is possible to analyze precisely the grammar of a poem. The grammar of English is finite therefore there is only a certain number of possible grammatical combination. This makes it easier to describe departures from normal or expected choices. However, the researcher will attempt an analysis of lexical items that are cohesive and foregrounded in the poem. In the first stanza, the foreboding weather is depicted via the repetition of lexical items that share the semantic property of "darkness". Among the lexical items used by Hughes are 'night', 'darkness', 'black' and 'blinding'. These words serve to provide a background for the menacing weather that is about to arrive because darkness is often associated with something that is ominous. The strength and forcefulness of the wind is also suggested by the presence of words that belong to the same collocational set which is like 'booming', 'luminous', 'brunt', 'strained' and 'drummed'. For instance, the words 'booming', 'drummed' and 'strained' describe the hill that is affected by the wind. The words 'booming' and 'drummed' which, broadly defined, are the process of producing loud sounds and this suggested that the wind is very strong.

Lexical cohesion is again evident when the verbs examined share the same semantic content. In the poem *Wind*, verb line like 'quiver', grimace', 'tremble', cry' and 'rang' share the similar property which is associated with the act of being frightened or terrible. These verbs are used to describe the natural elements (fields, stones and skyline) as well as non-living things (house and window) in which they are the 'victims' affected by the wind in the poem. The fact that living as well as non-living things are scared stiff of the wind only demonstrates how vicious the wind is. Besides, the adjectives 'strained' also emphasize the fact the wind is strong because it shows that even something as solid as the hill is struggling to withstand the wind.

Another main imagery that is painted in the poem is the fear faced by those are experiencing the weather. Foregrounding is achieved by some degree of deviation from the normal use of language. As the lexical and syntactic choices depart farther than from expectation, the emphasis will become greater. In this poem, one can notice that Hughes uses a lot of adjectives and verbs that are commonly used to describe humans to describe the wind. Of the many groupings of foregrounded lexical items in the poem, two kinds are prominent. The first grouping is those which combine inanimate nouns and items denoting psychological states like 'the fields quivering', 'the window tremble', the skyline a grimace' and 'the stones cry' and the second grouping consists of the use of verbs of violent action in an inappropriate context such as 'winds stampeding' and 'the wind flung a magpie'. In the researcher's opinion, these deviations consist of the selection of verbs that lie outside the normal range of choices.

In other hand, the poet gives us another deviation that comes from the metaphor that is, 'the skyline a grimace'. If the frame 'the skyline a ……….' Was set up, it is easy to make a list of adjectives which could predictable fill the empty space; the noun 'grimace' however, is not available for selection in this position. It is possible that Hughes' foregrounding is meant to stress that the weather is going to get ugly because of the presence of the noun 'grimace', an expression typically used for human beings which means 'twisting the face in an ugly way'.

Foregrounding can also be achieved via similes. In this poem, Hughes compared the movements of the blade light to that of the lens of a mad eye in the line. 'Flexing like the lens of a mad eye'. The blade light is most probably the lightning due to the nature of lightning that can be undoubtedly said to look like blades of light. Besides, evidence that will lead readers to know that the blade of lights refers to lightning is due to the adjectives describing the blade light which are 'luminous' and 'emerald'. This description allows readers to visuals the contrasting colours of the sky due the impending wind that usually comes at the onset of storms (Bate: 2015). The brightness of the lightning juxtaposed against the bright green sky provides readers the image of the magnificent yet menacing sky. The fact that Hughes likens the lighting's flashing with the 'flexing of the lens of the mad eye' warns the readers to be on the alert for the turbulent wind that is going to arrive because, like a

mad person, we find it very hard to predict their next action. Therefore, we always need to be alert when they are present to avoid disastrous effect.

Metaphors are also found in many parts of the poem. For instance, the parallelism placed between the hill and a tent portrays the flimsiness and fragility of the surroundings because of the wind. For example, the hill is compared to the tent and is said to have drummed and strained its guyrope. By describing the hill as 'straining its guyrope' (stanza 3), it shows that the wind is so strong that the even the hills are reaching their breaking point. In fact, the wind is so powerful that it is able to dent the person's eyeballs.

Grammatical Cohesion

In the analysis of the structure of the clauses in the poem, the researcher observes that the poet deliberately uses the present participle of the verbs when describing the wind and its effect. The verbs that are in the present participle for instance, are 'crashing', 'booming', 'stampeding', 'floundering' and 'blinding' in the first stanza and in the last stanza, 'blazing', 'seeing' and 'hearing'. However, the presence of the present participle form of verbs is rather inconspicuous in the rest of the stanza. The usage of this form enables the poet to convey a feeling of things continuing endlessly and to portray the destructive and powerful wind as not coming to any clear end. The feeling of uncertainty only brings fear and panic to those that experience the catastrophe.

When describing the wind, the poet repeatedly used the clause structure that places the wind as the subject of verbs, thus making the wind to be the agent of the actions, .i.e., the poet is able to establish the power held by the wind in subjugating and overpowering other natural elements. By repeating this transitivity pattern, Hughes has brought about the effect of making the subjects (e.g.: balls of my eyes, the field, the magpie) of these processes into objects of wind's all powerful agency.

When it comes to the elements that are affected by the wind, it appears that the poet removes the agent of the processes undergone by the surroundings. Among the clauses that have the agent removed are 'the wood crashing', 'the fields quivering', 'a black back gull bent', the house rang', 'the roots of the house move', 'the window tremble' and 'the stone cry'. Hughes' repetition of clauses that suppresses the subject of the verbs compel readers to feel as if all these things are inevitable happening on their own and thus, the helplessness of the surrounding against the violent wind is intensified. Stylistically, when an agent is removed completely, this downplays the agent of the action and focuses on the thing which has something done to it (the woods, the field, etc.). By doing so. It will allow readers to emphasize on the 'victims' of the brutal wind. Beside, this agentless process creates an air of mystery and suspense to the surrounding.

To Short (1990), in the sentences in which the agent is deleted, no responsibility can be assigned to something, therefore such a choice allows actions to be described as if the agent cannot be mentioned or is deliberately not mentioned. By removing the agent in the poem when describing those who are affected, the poet could also be subscribing to this belief that we should not mention something that is malevolent, in this case, the wind.

The study also examines the persona 'I' or 'we' in the poem that is made the subject for certain processes like 'I scaled the house-side', 'I look up', 'We grip our hearts', 'we watch the fire', 'we feel the roots we sir on', 'we see the windows' and 'we hear the stones' we can see that all the processes do not have the causative element found in the material processes mentioned above. We can see that while the persona is made the subject for the processes, they do not affect anyone except themselves and this only serve to highlight their helplessness against the wind.

Compared to the verb phrases mentioned earlier, one can notice that most of the verb phrases in the poem are to some extent causative (to crash, to dent, to quiver, to fling, to bent, to ring, to move, to tremble and to cry) with the wind as the agent. Although the wind is not explicitly mentioned ad the agent, we can semantically interpret that the wind is causing something to happen.

Phonological Cohesion

In order to analyze the full effect of the menacing wind, the poet also made a specific choice on the phonological level. Instead of using end-rhyme as an organizing device, Hughes has chosen to structure his poem by internal sound patterns in the form of alliteration, which is the repetition of the consonant sound at beginning of two or more words.

The gloomy impression is reinforced with the presence of harsh sounding voiced plosive like /b/ and /d/ in words like 'been' /bi:n/, 'darkness' /da:knidz/, 'booming' /bumIG/, 'black' /blak/ and 'blinding' /blaIndIG/. The alliteration creates an energetic and dramatic situation as plosive are often used for this purpose. The same effect is created in the third, fourth and fifth stanza using that technique. In the third stanza, the voiced plosive is found several times in words like 'dared', 'brunt', 'dented', 'balls', 'guyrope' and 'drummed' and in the fourth stanza, words like 'door', 'grimace', 'bang', ;black', 'back', 'gull', 'bend' and 'bar'. The alliteration of the voiced plosive is also evident in the fifth stanza especially the voiced plosive /g/. among the words that being with a voice plosive in this stanza are 'green', 'goblet','deep', 'great', 'grip' and 'book'.

It is noticeable that whenever the poet wants to convey about the approaching wind, he uses a lot of these sounds. The alliteration makes the impact more forceful because the use of alliteration establishes a link between the words. Not only are these words linked by the quality of the sounds, but also the words mentioned above are able to create a vivid impression of the threatening wind. Clearly this patterning has a cohesive function, linking words together at the level of sound. These alliterations reinforce the semantic inter-relationships of many set of words.

The alliteration of words like 'darkness' /da:kniz/, 'dented' /dentd/, 'black' /blak/' 'blinding' /blaIdIG/ and 'brunt' /br8nt/ also lend the image of something that is not pleasant.

Graphological Cohesion

This poem has a very strict stanza pattern in which each stanza consists of four lines that are almost of the same length. This strict pattern has lead the researcher to infer that even though the wind is very violent and strong, and that the persona of the poem is terrified of the wind, the persona is, to some extent, protected in the house (evident from the lines 'we watch the fire blazing' and 'feel the roots of the house move') and therefore, able to exact some control over the terrible wind. Even though number of lines in each stanza of the poem is the same, the researcher finds that the lines of stanza 3,4 and 5 does not represent a complete idea, instead, the lines are chopped-up and ends abruptly, only to be continued in the next line. For example, in the 3rd stanza:

The wind flung a magpie away and a <u>black-</u> (line 3)
<u>Back gull</u> bent like an iron bar slowly. <u>The house</u> (line 4)
In
the 4th stanza:
<u>Rang</u> like some fine green goblet <u>in the note</u> (line 1)
<u>That any</u> second would shatter it. now <u>deep</u> (line 2)
<u>In chairs,</u> in front of the great fire, <u>we grip</u> (line 3)
<u>Our hearts</u> and cannot entertain book, thought, (line 4)

From the underlined clauses and words, we can see that Hughes does not complete a statement in one line. Instead, he prefers to separate his ideas into different lines. From this observation, the researcher can assume that the poet is trying to create a feeling of disorientation and perplexity that is felt by the persona even though he or she is sheltered in the house. These feelings of disorientation and perplexity are due to the raging wind that is becoming more threatening to the occupants of the house

CONCLUSIONS

The study can sum up that the stylistic characteristics of cohesion that used by the poet Ted Hughes in his poem *Wind* can show the readers some information about the author's life, style and ideology. The study gives the readers an expression about the good, clean English. To this study "style" is the message of using language to explain one's thoughts and feelings in the most suitable way. The study sums up that we can judge about a piece of literary text as being appropriate or inappropriate more than "good", "bad", "strong" or "weak".

In some respect, style is regarded to be a person, that everyone has his or her own style. There is no person who has no style in the world. That is why the present study starts with one's style concerning with his choice of words, namely lexical level, and then the choice of sentence structure, namely syntactic level, and the choice of sound pattern, namely phonological level.

Anyhow, the poet Ted Hughes succeeds to portrays the savage image of the wind by the patterns of cohesion and foregrounding. Here, the poet draws the readers' attention to the bleaker and darker side of the wind, which is often described romantic and positive effect of the wind via cohesion patterns. In this poem, the poet evokes the reality faced by those experiencing the brutal wind by conjuring an image of destruction and fear, which contrast with the usual idea of wind. Hughes has managed to show the unpleasant side of nature in its fury in this poem.

APPENDIXES

Wind

This house has been far out at sea all night,
The woods crashing through darkness, the booming hills,
Winds stampeding the fields under the window
Floundering black astride and blinding wet

Till day rose; then under an orange sky
The hills had new places, and wind wielded
Blade-light, luminous black and emerald,
Flexing like the lens of a mad eye.

At noon I scaled along the house-side as far as
The coal-house door. Once I looked up –
Through the brunt wind that dented the balls of my eyes
The tent of the hills drummed and strained its guyrope,

The fields quivering, the skyline a grimace,
At any second to bang and vanish with a flap:
The wind flung a magpie away and a black-
Back gull bent like an iron bar slowly. The house

Rang like some fine green goblet in the note
That any second would shatter it. Now deep
In chairs, in front of the great fire, we grip
Our hearts and cannot entertain book, thought,

Or each other. We watch the fire blazing,
And feel the roots of the house move, but sit on,
Seeing the window tremble to come in,
Hearing the stones cry out under the horizons.

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Black Female Masculinity in Toni Morrison's Sula

Masculinidad femenina negra en Sula de Toni Morrison

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ABSTRACT

This paper portrays female masculinity and the position of black women in Toni Morrison's Sula (1973). Women in this novel reconstruct their selfhood through rebelling on social norms and traditions. In their resistance, they act more like men than women. They work to create their selfhood and identity through rejection of the conventional gender roles, which women play in the community. Morrison's women contradict the stereotypes of black women in African American fiction. This paper records the fortunes of black women in different matriarchal environments inside black society.

Keywords: Selfhood, rebellion, black feminism, discrimination.

RESUMEN

Este artículo retrata la masculinidad femenina y la posición de las mujeres negras en la Sula de Toni Morrison (1973). Las mujeres en esta novela reconstruyen su identidad a través de la rebelión de las normas y tradiciones sociales. En su resistencia, actúan más como hombres que como mujeres, trabajan para crear su propia identidad a través del rechazo de los roles de género convencionales que desempeñan las mujeres en la comunidad. Las mujeres de Morrison contradicen los estereotipos de las mujeres negras en la ficción afroamericana. Este artículo registra la suerte de las mujeres negras en diferentes entornos matriarcales dentro de la sociedad negra.

Palabras clave: Individualidad; rebelión; feminismo negro; discriminación.

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HERMENEUTICS OF BLACK FEMALE MASCULINITY IN TONI MORRISON'S SULA

The black women in Morrison's Sula (1973) are different from submissive and easy- controlled black women who are oppressed by the black community in general and the white males in particular. Morrison's Sula focuses on the individuality of the black woman. Sula, the central figure of the novel, is a black woman who suffers at hands of whites and blacks. She rejects the traditional norms ascribed to women in society. Therefore; Morrison attempts to show the individuality of an African-American woman struggling for identity. L. Devika Rani observes that Sula is different from other controlled black women in her society in that she "challenges the social norms that deny a woman her individual rights" (p.90) She is presented as a very daring and adventurous character who plainly defies the restrictions imposed on her individuality and breaks all links of blood and human relationships in her search to confirm her selfhood. K. Sumana points out that:

> Sula opens up new literally and critical option not only for the study of the text by African-American women but for African-American literary study more generally. The novel certainly helps to set a new agenda for black women's social and narrative possibilities. (p.67).

She revolted against whatever is societal and restricted, therefore; she loses her social liberation. She intends to assert her identity by rebelling on her community. Sula works very hard to escape all the traditionalism related to women. Gillespie and Kubitschek observe that this novel "offers a view of female psychological development that defies traditional male-centred interpretations of female development and calls out for an expansion of the woman-centred paradigm" (p.13).

Sula gains her strength from defying all conventional values and beliefs in her community. In order to see the different aspects of the world, Sula has to be different and unconventional. She is different in the sense that she is true to herself. She refuses to be blindly obedient and submissive to the needs of her community. Morrison says:

> I always thought of Sula as quintessentially black, metaphysically black, if you will, which is not melanin and certainly not unquestioning fidelity to the tribe. She is new world black and new world woman extracting choice from choicelessness, responding inventively to found things. (Morrison, 1989, p. 34)

She does not care if people look at her as an outsider. She uses men as she likes. After she has sex with them, she disregards them and continues her life normally. She rejects the stereotypical roles assigned to black women. Men are afraid of her evil and they describe her as a devil. Morrison comments:

> Their conviction of Sula's evil changed them in accountable yet mysterious ways. Once the source of their personal misfortune was identified, they had left to protect and love one another. They began to cherish their husbands and wives, protect their children, repair their homes and in general band together against the devil in their midst. (p.117).

By rejecting Sula people in her community unite together against her evil doings. She unifies her community by objectifying its danger. People in her society do not hastate to label her evil even though they know quite well that evil are part of human nature. By treating her grandmother violently, other women in her community start treating their children differently with love and compassion for fear of being treated like Sula's grandmother. Morrison stats:

> It was like getting the use of an eye back, having a cataract removed. Her old friend had come home. …Talking to Sula had always been a conversation with herself.… Sula never competed; she simply helped others define themselves. Other people seemed to turn their volume on … when Sula was in the room (p.95).

For her, if women do not revolt against the injustice and oppression they would be like dead living things. Her family dislikes her because of the unlimited freedom she has. She is the kind of woman who affirms her place strongly in her society and gains the power of her invented freedom. Women at her time are living brutally and dreadfully waiting for their final doom. Without enough strength, she will not be able to break the wall of the convention. She has no desire for material things and she does not want to have a privileged place in her society. The only thing she desires is to be a woman who can guide other oppressed black women and help them to resist and challenge the social domination of oppressive male rule. Revolting on their traditions and values symbolizes the black woman's search for self- affirmation in the patriarchal society. There are many examples of discrimination and racism in the novel. One example is describing the place the blacks are living in as the Bottoms.

This description shows the lack of sympathy and concern of the white people towards the blacks: "The nigger got the hilly land, where planting was backbreaking, where the soil slid down and washed away the seeds and where the wind lingered all through the winter." (Morrison's Sula, p. 5) Sula's rebellious nature appears when she encourages her best friend, Nel, to assert and affirm her freedom and identity. She lives according to her principles refusing anyone controlling her wishes. She tells Nel: "I got my mind. And what goes on in it." (Morrison's Sula, p. 43) Sula wants to affirm her selfhood apart from society. She inherits her courage and rebellious nature from her grandmother, Eva, who is the most important and influential person in the family, and she survives alone when she is deserted by her husband. Eva is a complex individual who is forced to work so hard to save her children:

> After five years of a sad and disgruntled marriage BoyBoy took of. During the time they were together he was very much preoccupied with other women and not home much. He did whatever he could that he liked, and he liked womanizing best, drinking second, and abusing Eva third (Morrison's Sula, p.32).

She refuses to surrender, and she thinks that life continues with and without the existence of men. She decides to survive to save her children from starvation and death. Eva's matriarchal personality makes people respect her. She is a tough woman who bears the responsibility alone when her husband deserted her. She enjoys independence and freedom other women do not have. She is not responsible for emasculating her husband who left the house deserting his wife and children. In fact, she is unduly blamed and stereotyped for something outside her sphere of influence. Eva's rebellious nature is not the reason behind her husband abandoning the family but he is a self-interested man who does not have the courage to bear the responsibility of taking care of his family. Eva is an independent woman who gains strength from her tough experiences in the absence of the male member.Eva takes on a man's role and found a way out of the patriarchal and chauvinistic system that denied her the means of taking proper care of her family. People talk that Eva intentionally placed her leg on the railway track to assert the insurance money to assist her children from painful starvation. Eva stands as an example of how African American woman survives despite repression, prejudice or limitations in life and still tolerate suffering and pain.

Eva loves her family to the point that makes her ready to sacrifice anything and everything for them. When Eva sees that her son, Plum , sinks into addiction and is unable to save him from sinking further she takes a dramatic decision to relieve him from his addiction by killing him. She burns him in his sleep. Eva explains that she could not tolerate seeing her son behaving like an infant again due to the drug addiction: "I done everything I could to make him leave me and go on and live and be a man but he couldn't and I had to keep him out so I just thought of a way he could die like a man not all scrunched up inside my womb, but like a man" (Morrison's Sula, p.72). Out of love, she saves him from his misery. She thinks that death is better than addiction .

What makes Eva stronger is her hatred for her irresponsible husband. It is this hatred that keeps her alive. She is not emotionally and mentally sad after his sudden departure. However, Eva's prejudice towards her husband does not prevent her from having sex with other men: "Those Peace women loved all men. It was man love that Eva bequeathed to her daughters. Probably, people said, because there were no men in the house, no men to run it. But actually, that was not true. He Peace women simply loved maleness, for its own sake". (Morrison, Sula 41).Despite her being an old and crippled lady, she is also having many sexual relationships with men visiting her house. Morrison describes her as having "a regular flock of gentleman callers" (Morrison's Sula, p.41). She does not make love to them, but she has a great deal of fun in their company. Men liked to be with her because she makes them feel more proud of themselves and she strengthened their ego, which opposes the belief concerning matriarchs' behaviour towards men. Andrea O'Reilly points out that Eva Peace "resists the patriarchal script of motherhood that demands women to mother children in a nuclear family in which the mother is subservient/ inferior to the husband" (Morrison's Sula, p. 81). She raises her children by herself, but not out of choice. A woman choosing to be alone is improper for Eva.

Hannah, on the other hand, is a negligent mother who will sleep with any man, regardless of her neighbours' or friends' feelings. Hannah teaches Sula to regard sex as "pleasant and frequent, but otherwise unremarkable" (Morrison's Sula, p. 40). Many of Hannah's qualities emerge in Sula as an adult. Perhaps this is a commentary on the legacy that mothers pass onto their daughters. Hanna also rebels on the traditional norms and principles in the society because she does not have any emotional engagement. Ever since her husband died Hanna never indulge in a real relationship with a man. In fact, "She would fuck practically anything." (Morrison's Sula, p.43). She was disliked by other good women in town. Morrison says:

> Hannah exasperated the women in the town – the "good" women…the whores, who were hard put to find trade among black men anyway and who resented Hannah's generosity…..because Hannah seemed too unlike them, having no passion attached to her relationships and being wholly incapable of jealousy (Morrison's Sula, p. 44.).

Hannah's sexual relationships are physical. She is not selfless. She thinks of herself as a woman when she leads the men of the Bottom to her bed. Her relationships are best described as: "sweet, low and guileless ... nobody, but nobody could say 'Hey sugar' like Hannah" (Morrison's Sula, pp. 42-43) Sula has bequeathed Hanna's self -interest and Eva's courage and their love of men outside the concept of marriage. She is aggressive with her mother because she hears her confessing to one of his friends:" I love her but I just don't like her. That's the difference" (Morrison's Sula, p.57) Sula learns self- indulgence from her mother. As a child, Sula sees many men coming to the house to sleep with her mother. Sula refuses the idea of marriage. Morrison says:

> Marriage, apparently, had changed all that, but having no intimate knowledge of marriage, having lived in a house with women who thought all men available, and selected from among them with a care only for their tastes, she [Sula] was ill prepared for the possessiveness of the one person she felt close to (Morrison's Sula, p.119).

Sula finds that keeping only one, man is a ridiculous idea. McDowell argues that Sula becomes a "sexually desiring subject rather than as an object of male desire" (p.82) In her discussion with Nel who tells her why she cannot keep only one man with her, Sula answers: "Is that what I'm supposed to do? Spend my life keeping a man? They ain't worth more than me. And besides, I never loved any man because he was worth it. Worth didn't have nothing to do with it." She adds: "My mind did. That's all." (Morrison's Sula, p.143-144).

Morrison says:

> Sula was distinctly different. Eva's arrogance and Hannah's self-indulgence merged in her and, with a twist that was all her own imagination, she lived out her days exploring her own thoughts and emotions, giving them full reign, feeling no obligation to please anybody unless their pleasure pleased her (Morrison's Sula, p.118).

Although Sula inherited fearlessness, arrogance, self-indulgence and independence from her mother and grandmother, she is still different from them. Tough situations teach her never to surrender, and she must invent her own ways to survive in a tough and inconsiderate society. Sula is not guided by anyone in her family. Patricia Hill Collins points out that all African American mothers attempt to save their daughters and teach them to love themselves for whom they really are in order to survive in the patriarchal society. Collins adds: "African-American mothers try to protect their daughters from the dangers that lie ahead by offering them a sense of their own unique self-worth" (p.127). This sense of care and protection does not exist in Sula because Hanna does not care to encourage Sula to develop a self –worth. She is greatly disappointed to see black women oppressed and ill-treated by both black men and white community. She does not like to see them victimized and controlled just because they are black and she is angry that these women do not even struggle to free themselves from the tie of oppression. She refuses the roles of mothers and wives because these stereotypical roles do not make women happy. She negotiates with her friend Nel:" Every man I ever knew left his children."(Morrison's Sula, p.143).

She realizes that married life causes women from fatal suffering. She looks upon conventions and traditions as barriers to self-discovery. Different from other black women Sula makes her own decision to live on her values and beliefs. She does not depend on anyone to guide her or teach her how to live her life. As Morrison writes: "The first experience taught her there was no other that you could count on; the second that there was no self to count on either". (Morrison's Sula, p.118-119)

Lister observes: "Sula embodies self-determination by refusing to observe social codes and conventions. Despite the changes that occur during the novel's time span, Sula remains at odds with her context, untouched by those cultural forces which gain prominence as the century progresses. (p.31)Sula is irritated because women accept their inferiority, and they are so week to fight for their rights. Therefore she does not like to be like those week and inferior women. She even dislikes them because they are passive. She is amused when something wrong happens to them, therefore; she was called the demon. When her mother is burnt she stands aside looking at her without offering any help. People said that she was so shocked and paralyzed that she did not know how to help her mother. But her grandmother contradicts them saying: " Sula had watched Hannah burn not because she was paralyzed, but because she was interested" (Morrison's Sula, p.78). When Sula is very sick she confesses to Nel:"I never meant anything. I stood there watching her burn and was thrilled. I wanted her to keep on jerking like that, to keep on dancing" (Morrison's Sula, p.147)

Sula thinks her inability to feel sad is part of her success and strength. When Eva asks her to think of marriage she refuses because she thinks marriage strips her of her freedom. She does not intend to cling to the old stereotypes. She is determined: "I don't want to make somebody else. I want to make myself." (Morrison's Sula, p.92). Marriage, Sula thinks, gives freedom to men and strips women of their identity. She does not intend to be controlled by men under the concept of marriage. She is determined to enjoy her freedom, and she does whatever she likes without being led by anyone. Nel reproaches her: "You can't do it all. You a woman and a coloured woman at that. You can't act like a man" (Morrison's Sula, p.142). All the women in her family are victims of her rebelliousness. Nel associates Sula liberation with a kind of masculinity.

Stepto remarks:

> She [Sula] is a masculine character [. . .]. She will do the kind of things that normally only men do, which is why she's so strange. She really behaves like a man. She picks up a man, drops a man, the same way a man picks up a woman, drops a woman. And that's her thing. She's masculine in that sense. She's adventuresome, she trusts herself, she's not scared (p. 27).

Sula forgets her womanly role and embodies the role of a man in forming an emancipated woman and this is what Morrison regards as irrational thought of Sula. She treats these women violently when they cling to their stereotypical roles. Morrison observes: "And like any artist with no art form, she became dangerous" (Morrison's Sula, p. 26). Eva who used to be the controller in her house loses her freedom confronting Sula who sends her to the elderly house. Eva is no longer the controller in her house. When freedom is lost Eve has no decision of her own. Morrison points out:

> Her once beautiful leg had no stocking and the foot was in a slipper. Nel wanted to cry—not for Eva's milk-dull eyes or her floppy lips, but for the once proud foot accustomed for over a half century to a fine well-laced shoe, now stuffed gracelessly into a pink terrycloth slipper (Morrison's Sula, p.199).

Violence becomes the tool through which she defies the stereotypical roles assigned for black women. Another example of violence she uses against the boys who try to make fun of her. Morrison says:

> Holding the knife in her right hand, she pulled the slate toward her and pressed her left forefinger down hard on its edge. Her aim was determined but inaccurate. She slashes off only the tip of her finger. The four boys stared openmouthed at the wound and a scrap of flesh (Morrison's Sula, p.54).

She cuts her finger to terrify the boys who annoyed her. She threatens the boys by saying "If I can do that to myself, what you suppose I'll do to you" (Morrison's Sula, pp.54-55). In doing this, Sula determines to tell the boys that she is not afraid of them and remind them of what they will get back if they do anything harmful to her

She kills a boy because he makes fun of her. Killing this boy makes her fearless and more confident. From this situation, Sula has learned that violence is useful for her in crisis. Her success in preventing herself from being insulted by using violence confirms Sula of her strong power. Barbara Rigney argues, is also a "murderer", as is exemplified by her participation in Chicken Little's drowning and her passive pleasure in watching her mother burn. Moreover, Eva's sacrifice of her leg for insurance money parallels Sula's self-mutilation (p.64).

Nel is Sula's best friend. Nel represents the other half of Sula.Nel and Sula seek comfort in each other's company for they share the common link of being young, black and female in a world that is commonly geared to meet the designs of white men. Despite having a different background both are close friends because "they found in each other's eyes the intimacy they were looking for". (Morrison's Sula, p.52) Bloom remarks that both Nel and Sula "search for themselves in an alien world- white and male."(p.32). Sula wishes Nel behave differently from other conventional women. Nel appears as a traditional and conventional lady and lives with limited self-expression of these gender-identified roles. After marriage she solidifies into her wifely role, becoming one of the women who had "folded themselves into starched coffins" (Morrison's Sula, p. 122). Stien describes Sula and Nel as: "two selves, the 'monstrous', passionate, sexual woman, and the 'good', rational, controlled woman" (p.127). Morrison describes: "Because each had discovered years before they were neither white nor male and all freedom and triumph was forbidden to them they had set about creating something else to be". (Morrison's Sula, p. 52) Barbara Smith writes that their friendship is "the necessary bonding that has always taken place between Black women for the barest survival. Together the two girls can find the courage to create themselves". (p.168) although they share a strong bond, they are different from

each other. Sula is passionate and Nel is a traditionalist. Nel accepts slavery to racism and Sula turns into a liberated woman. Sula denies the traditional role of a woman. She refuses the sex, race and class definitions of the society. Sula not only refuses the role assigned to her by her society, but she also steps outside the caste of woman, beyond any class or definition, she insists on making herself. Morrison compares these two women: "Nel seemed stronger and more consistent than Sula, who could hardly be counted on to sustain any emotion for more than three minutes" (Morrison's Sula, p.53).Nel's obedience and Sula's stubbornness are constantly linked. Sula does not have but Nel who always stands on her side and listens to her and she is always there when Sula needs her. But Sula betrays Nel intentionally when she sleeps with her husband. This act of betrayal is described by Morrison:

> Sula had clung to Nel as the closest thing to both another and a self, only to discover that she had no thought at all of causing Nel pain when she bedded down with Jude. They had always shared the affection of other people: compared how a boy kissed, what line he used with one and then the other. "She adds:" Marriage apparently, had changed all that but having had no intimate knowledge of marriage, having lived in a house with women who thought all men available and selected from among them with a care only for their tastes, she was ill prepared for the possessiveness of the one person she felt close to (Morrison's Sula, p.119).

Her justification for betraying her best friend is that she is supposed to share everything with Nel because she is her best friend. This justification is not accepted by Nel. Sula does not think of her action as an act of betrayal. She supposes Nel to be more angry with her husband for betraying her and for being an untrustworthy man. She cannot understand Nel's pain when her husband's reality is revealed. Morrison says: "It had surprised her a little and saddened her a good deal when Nel behaved the way the others would have" (Morrison's Sula, 120)Sula is senseless therefore she does not apologize to Nel for betraying her and she does not realize the harmful thing she does to her best friend. "Sula's independence and freedom do not permit her to feel shame herself" (Morrison's Sula, p.197) Nel refuses Sula's action because she is a traditional woman who does not have a personal identity but she intends to maintain her social identity.Sula succeeds in creating her personal identity not caring about losing her social identity because she is a liberated woman whose stubbornness and inflexibility places her at odds with the culturally rich black society. Nel is like Sula in her rebellion on her mother who controls Nel's life. Nel dislikes her mother control and she struggles to set herself free. When her mother goes to New Orleans to visit her grandmother she unintentionally sits in the white people's section. She is reproached by a white man who humiliates her. Helene feels humiliated, apologizes for her oversight and smiles at the conductor "like a street pup" (Morrison's Sula, p.21). Nel is pleased to see people hate her mother and are not under her control. Morrison says :"She [Nel] felt both pleased and ashamed to sense that these men, unlike her father, who worshipped his graceful, beautiful wife, were bubbling with a hatred for her mother" (Morrison's Sula, p. 22) When Nel sees her mother's weakness she determines to be herself. She decides that she will not be led by her mother again. She whispers to herself: "I'm me. I'm not their daughter. I'm not Nel. I‟m me. Me". (Morrison's Sula, p.28).Rebelling on her mother is important for Nel to create her identity. She wants to enjoy life outside her mother's domination. This rebellion brings her close to Sula who rebels on her family and her society. Nel likes the way Sula lives her life. They both, according to Beaulieu, find a sense of belonging in their friendship with each other. Beaulieu claims: "When women deny their mothers in Morrison's novels, as they often do, the result is a loss of self or center"(p.116). Their attraction to one another and their rebelling on their families is describes as Lucille Fultz calls "the handicap of being born black" which comes from the "reality of being alternately attacked, ignored, then singled out for some cruel and undeserved punishment"(p.47). When they are not given the care they deserve from their families they learn how to protect themselves and overcome the experience of being singled out.Although they are different they need one another because as M.L. Montgomery observes, they "experience a profound sense of alienation in a patriarchal world which evolves

no terms for their existence". (p.132) After Sula's death Nel realizes that she has lost everything. She runs to her grave calling her name: "Oh Lord Sula, girl, girl, girl, girl, girl." (Morrison's Sula, p.174) Nel realizes that she did not lose her husband because of Sula but, in fact, she lost a best friend to gain social acceptance. Nel says:

> All that time, all that time, I thought I was missing Jude.' And the loss pressed down on her chest and came up into her throat. 'We was girls together,' she said as though explaining something…. It was a fine cry —loud and long— but it had no bottom and it had no top, just circles and circles of sorrow (p.174).

Sula does not have a good reputation in hr community. She sleeps with all the husbands in the city without considering these sexual relationships as real. Eva rebukes her for the irrational practices of prostitution in return of misleading herself "You sold your life for twenty-three dollars a month" (Morrison's Sula, p. 93). Nigro claims that Sula's death is significant for her community because "the community's role of defining itself through acceptance and disapproval of one of its members' shifts. No longer is the she-devil the focus of their collective energies" (Marie Nigro. 1998, p.731.)

Sula discovers men through her mother who sometimes takes them to her bedroom, where her daughter also sleeps. Sula as a child sees her mother goes out with men and comes back home happy. Hanna teaches Sula that sex is "pleasant and frequent, but otherwise unremarkable" (Morrison's Sula, p.41). She is indulging in these sexual relationships only for pleasure. She dislikes marriage. Simone de Beauvoir asserts in her book, The Second Sex, that "the whole marriage is today a surviving relic of dead ways of life and the situation of the wife is more ungrateful" De Beauvoir means that marriage is unappreciative because women do not have the same rights that men have. (p.479).Grewal, on the other hand, observes her "expression of sexuality is unencumbered by marital laws and expectations."(p.48). Sula 's sexuality is not like Nel's in that it is, as McDowell points out, "not attached to anything outside herself or expressed within the institution of marriage that legitimates it for women [. . .]. Rather it is in the realm of sensory experience and in the service of the self-exploration that leads to self-intimacy"(p.156). Bhasker notes that Sula's "status as a woman without a man and a woman without children simply does not translate into a life that the Bottom understands"(p.33).As Bernard W. Bell has clearly noted the social consequences after Sula's return to Medallion for her irrational emancipation saying that:

> Sula represents the actual and imagined force of evil in the black community. When she put her grandmother in a home, they called her a roach; and when she took Jude from Nel and slept with white men, they called her a bitch. The folks of the Bottom, true to their culture, also remembered the "weighty evidence" of Gothic events that proved that Sula was evil (p.275).

The only time she behaves conventionally is when she is attracted to Ajax who admires her peculiarity and rebelliousness. This is the first time Sula is attached to a sense of possessiveness. Morrison points out:

> Sula began to discover what possession was. Not love, perhaps, but possession or at least the desire for it. ….. she actually wondered if Ajax would come by that day. Then there was an afternoon when she stood before the mirror finger-tracing the laugh lines around her mouth and trying to decide whether she was good-looking or not (Morrison's Sula, p.131).

Sula begins to lose her power when Ajax flirts her. This is the first time Sula feels she needs a man. What Ajax has done for Sula makes her clumsily fall into the trap of stereotypes that most women in the Bottom cling to. Sula fails to realize that what Ajax loves in her is her rebellious nature and peculiarity. Ajax feels happy when he meets Sula and that "he had never met an interesting woman in his life," besides his mother, of course (Morrison's Sula, p.126). But she begins to behave and dress like conventional women. She changes

herself for Ajax who does not welcome this change. He admires her stubbornness and rebelliousness. Therefore, when Ajax senses Sula's change, seeing she behaves like other women he knows, he decides to leave her behind, which really surprises Sula who begins to lose her trust again of all men on this earth. Sula experiences man's departure and is unhappy about this end. His departure makes her empty. Sula's life becomes unhappy and she starts to spend more time at her house and, as a result, falls gravely ill. For Sula, there is no one deserves her trust. She transgresses the rational boundaries of self-liberation that she does not consider the surroundings, staring only for her emancipation at the expense of anyone but not herself, and this made her irrational woman. Bhasker argues that "Despite any real or perceived Limitations imposed by her family, her community, or the era in which she is depicted, Sula does not put any limits upon herself" (p.23).

K. Sumana argues that Sula's emancipation has a negative effect on her. She claims that:

> Selfish quest for individual fulfillment only leads some Africans to see themselves in isolation from the community that has shaped, protected and nurtured them … She [Sula] does not seem to realize … that individual fulfillment is dialectically related to group fulfillment and that the former is conditioned by the latter (pp.77-78).

Morrison's black women are well articulated by Stegeman (1974, cited in Frank 1987), who claims:

> The New Woman represents a theory of personhood where the individual exists as an independent entity rather than in her kinship relations, where she has a responsibility to realize her potential for happiness rather than to accept her role, …and where she must reason about her own values rather than fit into a stereotyped tradition (p. 17).

Lal claims that Morrison has probed "a way to offer her people an insight and sense of recovered self so dignified and glowing that no worldly pain could dull the final light."(p. 9) Black women are often thought of lacking sexual attractiveness or they are seen as women unable to have intimate relationships with men.They are devalued in their societies. But Morrison portrays her black women as being able to survive without the help of men by assuming the masculine role.

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The Role of the Economic TV Programs (Shows) in Promoting Financial Inclusion

El rol de los programas de televisión en economía financiera para la promoción de la inclusión

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ABSTRACT

The present research seeks to reinforce the role of economic TV. shows in promotion for the financial inclusion concept within the Iraqi Central Bank strategy of the years (2016-2020). It aims at finding out different levels of exposure to economic TV. shows, and their patterns. It also aims to obtain information of the data, which these shows introduce to reinforce the concept of financial inclusion and their contribution in reducing poverty rates and creating security and economic stability.

Keywords: Economic programs, financial inclusion, tv shows.

RESUMEN

La presente investigación busca reforzar el papel de los programas de economía en la televisión, para la promoción del concepto de inclusión financiera dentro de la estrategia de los años 2016-2020 del Banco Central Iraquí. Su objetivo es descubrir el nivel de exposición a los programas de economía financiera y sus patrones. También tiene como objetivo obtener información de los datos que estos programas presentan para reforzar el concepto de inclusión financiera y su contribución en la reducción de las tasas de pobreza y la creación de seguridad y estabilidad económica.

Palabras clave: Inclusión financiera, programas de economia, shows de tv.

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INTRODUCTION

Education and teaching are among the important jobs that mass media have in social interaction. So most countries depend on mass media and communications in delivering their strategic programs and plans to citizens. This is performed through supporting the economic topics in these countries and emphasizing these media. What is more is their ability to news coverage of events and economic issues. They also introduce a highly professional and active media processors or treatments for these events and economic issues through preparing effective and professional strategies that support the economic base and perform its national targets.

Economic TV. shows are considered by audience as one of the most exciting and attractive programs due to the various voices and figures cooperated within them. In addition, there are various views, experiences and cultures that satisfy the cognitive needs of audiences and keep them in continuous contact with daily life problems and situations.

Since the concept of financial inclusion is regarded as an essential factor that helps in reducing poverty and fulfilling economic growth for both the citizens and nation, the researcher has attempted in his search to highlight the role of the economic TV. programs in promoting the concept of financial inclusion.

The problem of the research lies in the attempt to show the role of economic TV. shows in promoting the concept of financial inclusion especially in the light of economic financial crisis that Iraq suffers from after the end of terrorism-groups war in 2016, a matter that has led the Iraqi Central Bank to establish a special strategy for financial inclusion of the years 2016-2020 through which security and economic stability of Iraq might be obtained.

In this context, the Iraqi Central Bank has worked to find and establish financial and banking organizations that contribute in providing their financial products for all Iraqi-society classes mainly for the economically weak classes. Here lies the role of economic TV. Programs in creating financial and economic culture among the Iraqi audience that effectively helps in fulfilling the financial inclusion. In a net shell, the problem of the research can be expressed in the following question "What is the role economic TV. Shows in fulfilling financial inclusion?”

The importance of this research stems from the investigating the relation among the economic TV. shows in fulfilling financial inclusion among the Iraqi audience. Financial inclusion, in turn, works to reinforce prosperity, reduce poverty and obtain security and economic stability. As a result, the financial and banking organizations work on creating and expanding the procedures that lead to obtaining financial services and protecting consumers to ensure the provision of responsible financial and banking services.

Aims of the Research

Methodologically speaking, the present article aims to reinforce the knowledge concerning the role of economic TV. shows in promoting financial inclusion within the Iraqi Central Bank strategy for the years 2016-2020. To achieve this it was necessary to find out how much the audience is exposed to economic TV. Shows; monitor the audience's viewing rate of programs; investigate time duration the public spends on watching economic TV. shows; explor the favorite times the public prefer for watching these shows; identify the information these shows present that help audience understand the financial inclusion; find out how confident the audience of economic TV. shows is about the banking sector; find out the financial services suitable for the audience of economic TV. shows; determine the confidence of financial products introduced by banks through the economic TV. shows; the contribution of the economic TV. shows in reducing poverty and obtaining security and economic stability, lastly to explor the interest of these shows in social classes that are economically weak.

METHODOLOGY

The present article is among the descriptive researches that focus on studying Iraqi people to obtain the required information and data and know their trends and opinions concerning the economic TV. shows and their role in promoting financial inclusion in order to get beneficial results. The research is dependent on the survey method which is considered as an organized scientific effort that depends on collecting realities and data, analyzing and interpreting information and finding out the relation, which the Iraqi people form, between the economic TV. Shows and financial inclusion.

A number of methods and scientific tools has been used in the field survey or context of this research. These methods and tools are as follows:

1-The Questionnaire: the researcher has designed a questionnaire form which is then applied to teaching-staff members of the Finance and Banking Sciences Departments in Governmental universities situated in Baghdad to get the suitable answers for the research inquiries and fulfilling research aims. A group of questions has been formed related to the general data and the subject of being exposed to economic TV. Shows and their role in fulfilling financial inclusion.

2-The Scale or Standard: studying any phenomenon requires the researcher to establish a standard for understanding this phenomenon and its relation to other phenomena. The accuracy of this scale depends on the process of preparing the scale items and how accurate these items are in representing the criterion they measure. As a result, the researcher has formed the financial inclusion Scale-items which are (11) items with threefold answer-options namely (agreement, neutral, disagreement) which are marked as (3, 2, 1) respectively for the positive items and the opposite for the negative ones.

The researcher has used the suitable statistical tools that substantiate the aims of his research. Having collected the data of the field study, the researcher has treated them statistically via using (SPSS) program as follows:

-Simple repetitions and percentages.
-Factor Analysis.
-Principal Component Method (PCM).
-Eigen Value.
-Loading
-Rotation
-Kaiser Meyer Olkim Test (KMO).
-Bartlett Test
-Varimax Method

Research Society

The teaching staff members of the Finance and Banking Departments in Governmental universities in Baghdad represent the research society. The study has been applied to a sample of (60) examinees or members belonging to Baghdad, Mustansiriyah and Iraqi universities. This sample has been chosen after reviewing the previous media-studies, i.e. they are teaching staff members who follow and watch the Economic TV. Shows.

ECONOMIC TV. SHOWS

Economic TV. Shows reflect the economy situation of countries through introducing a thorough vision for those who are interested in economy and decision makers in addition to projects owners, investors and various economic classes. Now, economy has a great importance in human life, as compared with previous periods in which the economic media audience was relatively small, a matter that led most TV channels to focus on financial market only (www.albayan.ae) but now Economic TV. Shows present a vivid viewpoint. They seek the audience's interest, so such shows do not superficially tackle the economic theories as presentation of mathematical numbers, instead, they consider bread, for example, as the backbone of economy in building up the TV communicative message for audience.

TV shows are regarded as one of the most important and influential of mass media since TV has been of great effect on audience. They introduce a special content supported by sound, image, colors, actions, various types of effects, quality and size of screens and their ability in communicative technique and the techniques of high clarity. (www.Almoshar.ae) to add more is that TV. Is available for all. Audience does not need great effort to get it. He/she can relax and watch TV. Programs.

Economic TV. Shows are classified according to the job they perform, the content they introduce to the audience and the nature of audience, periodicity of broadcasting and presentation, the time of presentation, language used, and the artistic template or figure in which they are presented. The great majority of specialized TV. makes the good preparation among the most important factors of the shows- success and continuity of these shows.

Since economic TV. Shows have a relative importance among audience mainly after the global financial crisis in 2016, those who are in charge of these shows have paid close attention to the artistic templates in a way that suits the audience's needs to understand and be acquainted with the economic issues. Among the important templates are: (www.Almoushar.ae).

1-Economic Magazine: is a TV template periodically shown. It includes various economic items unified by subject unity. It is presented in a way that gives it the criteria of a printed magazine such as cover titles, openings and the magazine-issue character. The TV magazine collects the other small TV template such as talk, dialogue, news and report.

2-Interview and Dialogue Program: is the one that shows a dialogue or conversation, between two persons, which has economic objectives. Dialogue is divided according to its aim into:

-Information Interview: is introducing economic information taken from an economic character that is regarded as the source of this information or is familiar with it.

-Opinion Interview: is the economic character's standpoint concerning some economic issues or the views of ordinary people concerning an economic issue.

-Personality Interview: makes the audience be acquainted with an economic well-known or unknown figure.

FINANCIAL INCLUSION

Organizations and individuals including those with low income and big or small companies have the ability to get a benefit of the suitable financial services and products which the formal financial and banking organizations introduce "with high quality and reasonable prices" such as (accounts, deposits, payment and transfer services, insurance, monetary credit services or bonds). This should be performed under a suitable legal and systematic environment (CGAP and Arab Monetary Fund (2017). "Financial Inclusion Measurement in the Arab World". Working paper, January 2019).

The importance of the financial inclusion lies in the important role it plays in improving the economic performance of the state on one hand, and realizing the financial stability which the financial and banking

institutes are after on the other. Thus, some states have increased their efforts for preparing and applying a special strategy for this purpose. They have applied a number of homorganic financial, banking and media strategies in order to increase the financial and banking edification and awareness. In 2010, more than (55) states have promised to perform the financial inclusion, and more than (30) ones have announced and prepared a national strategy for this purpose and have regarded the date of (4/7) as the Day of Financial Inclusion (The World Bank (2014). "Global Finance Development of Financial Inclusion", P-21).

According to the Global indicator (FINDEX) which is prepared by the International Bank, 38% of the total percentage of adults all over the world do not obtain the banking services. To add more is that according to the partial indicators of financial inclusion, Iraq occupies (13) rank among Arab Nation Countries. It has loaned at about 12% of adults, and those who have reserved are about 13% of adults. As far as those who have financial accounts are concerned, they form about 13% of adults (www.World Bank.org/global findex). In Iraq, the Iraqi Central Bank have established a special strategy for performing financial inclusion for the years (2016-2020) under the condition that this strategy must include: (The Strategy of Iraqi Central Bank of the years (20116-2020)

1-Defining the financial inclusion with the number of bank customers whether they are real customers or just normal shoppers who are trying to get banking services.

2-Raising financial inclusion throughout increasing the banking density and developing electronic payment-tools and building up (Q-Card) company and giving 30% of its capital to Al-Rafidain and Al-Rasheed Banks.

3-The Iraqi Central Bank must give licenses for the companies of electronic cards and allow for placing (ATM) and the use of smart-cell phones.

4-Increase the people's trust in banking sector. This can be achieved through the polite dealing with the customers and helping them get the financial services and products very easily and with low suitable costs. In addition to that, they must be provided by the financial and advisory information to increase their financial culture and abilities.

5-Financial inclusion must guarantee that all the economically weak classes of nation can get the financial and banking products suitable for their needs and economic circumstances. This will lead to increasing their incomes and reducing unemployment level, a matter that will be reflected on realizing social peace and security stability.

The strategic plan has also insisted on the attention that must be given to the media aspect mainly the TV. Through preparing and paying attention to the economic TV. Shows since TV plays a crucial role in promoting the financial inclusion, making the audience get the financial culture and increasing their financial abilities. This helps them understand the nature of these financial services and products, which in turns, encourages banks and financial institutes to innovate useful financial products related to the audience's needs.

THE FIELD STUDY DATA DESCRIPTION

To get the information and data concerning the understanding of the role of economic TV. Shows in promoting the concept of financial inclusion, the questionnaire form has been used. It has been designed and divided into three axes(*).

-First axis: General Data of the Research Society
-Second axis: Economic TV. Shows
-Third axis: Financial Inclusion

(*) For more information, see the Appendix.

The open and closed questions-selection and the scale in the three axes in the questionnaire have been evaluated by a jury members(**) for the adoption of its final version. The questionnaire has been distributed among the teaching staff members in the Financial and Banking Departments at the Governmental universities situated in Baghdad as stated before. In this way, the researcher has covered all these Departments and their teaching staff members as shown in Table 1.

Table 1 General Data of Research Society

No	University	Sex		Certificate		Scientific Title				Sum
		Male	Female	MSc	PhD	Asst. Inst	Inst.	Asst.Prof.	Prof.	
1	Baghdad	13	6	4	15	0	6	13	0	19
2	Mustansiriyah	10	10	8	12	5	8	7	0	20
3	Iraqia	14	7	7	14	5	8	8	0	21
Total		37	23	19	41	10	22	28	0	60
Percentage		61%	39%	32%	68%	18%	36%	46%	0%	100%

First Axis; General Data of the Research Society

Research society, as stated before, is represented by the Finance and Banking Departments/ Colleges of Administration and Economics at the Governmental universities. A sample of (60) teaching staff members who represent a thorough coverage of all members of the universities under study. Such a sample is usually used in media studies.

The research results have shown that the male members are (37) who form (61%) of the sample size. 14 members of them are from the College of Administration and Economics- Iraqi University. The female members, on the other hand, have been (23) members who form (39%) of the sample size. Most of them are from College of Administration and Economics-Mustansiriyah University. The research results also indicate that those who have PhD are (41) ones. They form (68%) of the sample size. The majority of those (41) members are from College of Administration and Economics- Baghdad University, i.e. (15) ones. Whereas those who have MSc. Degree are (19) members who form (32%) of the sample size. (8) of them are from the College of Administration and Economics-Mustansiriyah University.

The results of the research have also shown that (28) members have a scientific title of Asst. Prof. They form (46%) of the total sample size and they have occupied the first rank among the others. (13) members of them are from the College of Administration and Economics- Baghdad University. The second rank has been occupied by those who have the scientific title of (Instructor). They have been (22) ones who form (36%) of the total sample size. Among those (22) members, there are (8) for each of the Iraqi and Mustansiriyah Universities. The third rank is devoted to those with Asst. Inst. Scientific title. They are (10) members who form (18%), (5) members of them have been from the Iraqi University. The last rank is given to those with the scientific title of Prof. since it has been (0).

(**) Jury members:

1-Prof.Abdul-nabi Khaza'el (PhD), Dept.of Radio and TV Journalism, College of Media, Baghdad University.
2- Prof. Ammar Taher (PhD) Dept.of Radio and TV Journalism, College of Media, Baghdad University.
3-Prof. Wisam Fadhil Radhi (PhD), Dept.of Radio and TV Journalism, College of Media, Baghdad University.
4-Prof. Maithem Isma'el Lu'eby (PhD), Dept.of Economics, College of Administration and Economics, Mustansiriyah University
5-Asst.Prof. Wadhah Sabri Ibrahim (PhD), Dept. of Statistics, College of Administration and Economics,Mustansiriyah University

Second Axis: Economic TV. Shows

The factors and effects of this axis and which are related to the economic TV. Shows can be described as the variables that are included in the Factor Analysis the researcher has made using (SPSS Program) and Principal Components Test (PCT), for solution and the Varimax Method for obtaining the results. These component have been symbolized as follows:

-VAR1: watching and facing the Economic TV. Shows
-VAR2: watching average of the Economic TV. Shows
-VAR3: time duration required for watching these shows.
-VAR4: Favorable time for watching these shows.
-VAR5: the information which these shows introduce to help in understanding financial inclusion.
-VAR6: Economic TV. Shows take part in increasing trust in the banking sector.
-VAR7: Economic TV. Shows help in learning about the suitable financial services.
-VAR8: Economic TV. Shows are regarded as a source of trust for the financial services these banks introduce.
-VAR9: the information which these shows introduce are misleading as far as the concept of financial inclusion is concerned.

To test whether there are partial links among the small factors, (KMO) Scale and Bartlett Test have been used. The minimum of (KMO) Scale is (0.50). If its value is near to (1), this means that sample size is sufficient and the vice versa is then correct. The results have shown that its value equals (0.561) which is greater than (0.50). This means it is possible to depend on the factors that are obtained out of the Factor Analysis and pass a judgement concerning the sufficiency of the sample size. To find the probable value of Bartlett Test at (0.50) an insignificant level, with a freedom degree (36) which equals (P-Value=0.000) which is less than (0.50). This indicates that there is a correlation among the factors and the correlation matrix is not unilateral.

Table (2) shows the total explained variance of the second axis related to economic TV. Shows and their relation to financial inclusion concept.

Table (2) Total Variance Explaining the Second Axis

Components	Initial Eigen Values			Rotation Sums Squared		
	Eigen Value	Percentage of Variance of each factor	Cumulative Value	Eigen\Value	Percentage of Variance of each factor	Cumulative rate of variance
VAR 1	2.601	28.905	28.905	2.272	25.248	25.248
VAR 2	1.958	21.753	50.658	2.134	23.715	48.863
VAR3	1.325	14.718	65.376	1.477	16.413	65.376
VAR 4	0.969	10.764	76.140			
VAR 5	o.723	8.029	84.169			
VAR 6	o.561	6.236	90.407			
VAR 7	0.450	5.001	95.408			
VAR 8	0.252	2.805	98.214			
VAR 9	0.161	1.786	100.000			

Table 2 explains the total variance that clarifies the second axis that is related to the economic TV. Shows and their relation to the concept of financial inclusion:

-First column: represents the factors that tentatively equal the variables included in the research.

-Second column: represents the Initial Eigen Values that keep the factors in the analysis through the attaching of imaginary values of the correlation matrix. In other words, all the factors will be kept and total values greater than one facing them. This column is made of the following:

1-Eigen Value: is the root values for each factor and its summation equals the number of variables under study, i.e. (9=….1.958+2.601). The values of this column show that there are three factors that have total Eigen Value greater than one. They really affect the role of economic TV. Shows in promoting the concept of financial inclusion and at the same time the exclusion of other factors since their Eigen Values are less than one.

2- The percentage of variance for each factor has been calculated as follows:

Variance rate of any factor = (Sum of Eigen values divided by number of variables)*100

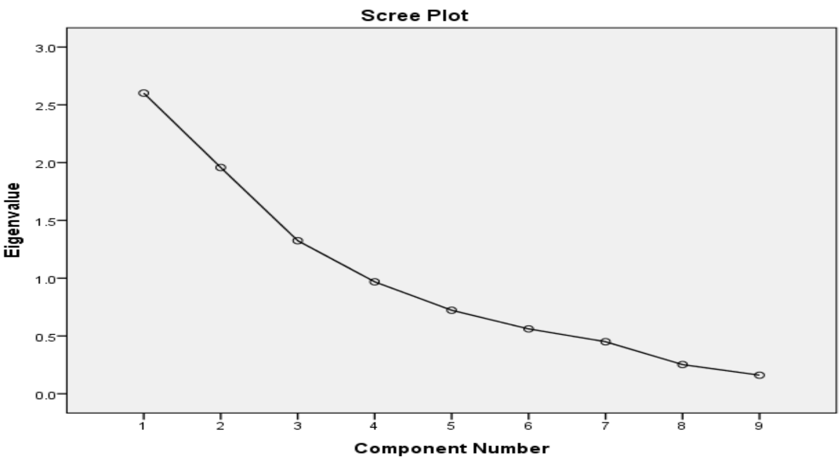
As such, the first factor has got the highest variance rate which is (28.905%), the second one (21.753%) and the third is (14.718%) of the total variance. The same has been noticed with other factors that are gradually decreasing.

3- Cumulative Variance Rate: is the collective variance rate of the column which is explained by the extracted value of the total variance (65.376%).

-Third Column: is the rotation Sums squared. It includes the same registers found in the second column, but only for the factors that have been extracted. After rotating them, we get the variance rates, which the factors that have been extracted, explain after equivalently distributing them. They have got (65.376%) of the variance that occurred among the factors.

The total Eigen Values that face the factors clarify that these values start appearing at the first factor and they fading after the third one because their value is less than one, as a result, the first three factors are kept as shown in figure(1) .

Figure (1) Total Eigen Values of Economic TV. Shows-Factors



After rotating the matrix of the three factors, the saturation of any variable upon any factor is valid, i.e. the value of simple correlation factor among the factors and variables from the three factors that have been extracted as explained in Table (3):

Table (3) Matrix of the factors related to Economic TV. Shows

Rotated Component Matrix[a]

	Component		
	1	2	3
VAR00001	.894	.133	.161
VAR00002	.856		.167
VAR00003	.693		-.113-
VAR00007	.194	.799	.105
VAR00006	-.127-	.747	.167
VAR00005	.362	.722	
VAR00009	-.267-	.613	-.365-
VAR00008		.131	.819
VAR00004			.754

Table (3) clarifies that:

*The first Factor (being exposed to economic TV. shows) is ranked first and is regarded as one of the essential factors for promoting the concept of financial inclusion with a value of (28.905%) of the total variance and it includes the following variables:

1-VAR 2 (economic TV. shows watching rate) with a saturation of (0.865).

2-VAR 3 (time- duration of watching economic TV. shows) with a saturation of (0.693).

This means that the more exposing to economic TV. shows as a result of increasing the watching rate and time duration of this watching, the more promotion of the concept of financial inclusion.

*The Second Factor (watching rate of the economic TV. shows) which has been ranked second among the essential factors of promoting the financial inclusion with a value (21.753%) out of the total variance has included the following variables:

1-VAR 7 (economic TV. shows contribute in discovering the suitable financial services) with a saturation of (0.799).

2-VAR 6 (economic TV. shows contribute in increasing the trust in the banking sector) with a saturation of (0.747).

3-VAR 5 (the information which the economic TV. shows introduce helps in understanding the financial inclusion) with a saturation of (0.722).

This indicates that the watching rate of the economic TV. shows greatly contribute in learning about the financial services suitable for the audience, a matter that leads to trust-increasing in the banking sector and understanding the financial inclusion.

*The third Factor (time duration for watching the economic TV. shows) which has been ranked third and it explains (14.718%) of the total variance. It includes the following variables:

1-VAR 8 (economic TV. shows are regarded as the trust-source for the banking products which banks offer) with a saturation rate of (0.819).

2-VAR 4 (the favorable time for watching the economic TV. shows) with a saturation rate of (0.754).

This indicates that the time-duration for watching the economic TV. shows has a strong linkage with the favorable time of watching these shows. As a result, this leads to increasing the trust in the financial products that the banks offer via the economic TV. shows.

Third Axis: Concept of Financial Inclusion

There are some questions placed in the questionnaire concerning the third axis and can be regarded as factors involved in the Factor Analysis. The (SPSS) Program and Factors-Method Test are used to analyze the

(PCA) and Varimax Test for obtaining the results. All the questions that are found in the scale have been marked and classified into (3) with "agree", (2) with "neutral" and (1) with "disagree" as shown below:

-VAR1: Financial Inclusion helps in economic growth and security stability.
-VAR2: Developing the financial institutes and the multitude of their financial products.
-VAR3: Financial Inclusion helps in offering cheaper financial products.
-VAR4: Taking care of the economically weak social classes.
-VAR5: Raising the standard of living of the economically weak social classes.
-VAR6: Reducing poverty rates.
-VAR7: Providing the audience with information.
-VAR8: Educating and raising the financial awareness of audience.
-VAR9: Contribute in making accurate financial decisions by the economically weak social classes.
-VAR10: Increasing the awareness of using the (ATM).
-VAR11: Increasing the banking density.

To clarify the relations among a group of variables for obtaining new variables called the factors, the Factor Analysis has been used for studying these variables that affect the concept of financial inclusion and its relation to economic TV. Shows. To test the sufficiency of the sample or finding the partial correlation links among the variables, the researcher has used (KMO) Scale and Bartlett Test taking into consideration that the minimum of (KMO) Scale is (0.50). If its value comes near to one, this will indicate that the sample is sufficient and the vice versa is correct. The results have shown that its value is (0.576) and it is greater than (0.50). This indicates that it is possible to depend on the factors obtained from the Factor Analysis.

The probable value of Bartlett Test at an abstract level about (0.50) and freedom degree (55) equals (P-Value=0.000) and it is less than (0.50), a matter that indicates there is a correlation among the factors and the correlation matrix is unilateral as well.

Table (4) Total Variance that Explains the Third Axis

Components	Initial Eigen Values			Rotation Sums Squared		
	Eigen Value	Percentage of Variance of each factor	Cumulative Value	Eigen\ Value	Percentage of Variance of each factor	Cumulative rate of variance
VAR 1	2.633	23.940	23.940	2.092	19.016	19.016
VAR 2	1.485	13.503	37.443	1.771	16.103	35.119
VAR3	1.334	12.130	49.573	1.590	14.455	49.573
VAR 4	0.997	9.060	58.633			
VAR 5	0.964	8.763	67.396			
VAR 6	0.872	7.926	75.322			
VAR 7	0.811	7.372	82.694			
VAR 8	0.691	6.278	88.973			
VAR 9	0.498	4.528	93.501			
VAR10	0.392	3.560	97.501			
VAR11	0.323	2.939	100.000			

Table (4) clarifies the total variance that explains the third axis, which is related to the concept of financial inclusion and its relation to the economic TV. Shows, as follows:

-First column: represents the factors that tentatively equal the number of variables included in the study.

-Second column: the Initial Eigen Values which are the values of the factors that remain under analysis through the imaginary roots of the correlative matrix. In other words, each factor, which will be kept and faced with Eigen values that are greater than one, is correct. This column is made of the following cells:

1-Eigen Value: represents the values of each factor and the summation of this cell equals the number of variables subjected to study, i.e. (11=……1.485+2.633). The values of this cell indicate the existence of three factors only that have Eigen Value greater than correct one. They really affect the concept of financial inclusion via economic TV. Shows and neglecting the other factors because their Eigen values are less than correct one.

2-The Variance percentage (% of Variance) that has been calculated according to the following formula:

Variance percentage of each factor= (the sum of Eigen Value divided by the number of variables)*100

Depending on the variance rate in this cell, the first factor has got a rate at about (23.940%), the second one is at about (13.503%) and the last one is at about (12.130%) from the total variance, and the same has occurred with the rest of factors that are gradually decreasing.

3-Cumulative variance ratio: the rising collected variance ratio appears here. They are values that are explained by the factors extracted from the total variance which form (49.573%).

-Third column (Rotation Sums Squared: it contains the same cells in the second column but only for the factors that have been extracted after rotating them. It indicates that the variance ratio, which the extracted factors explain after equivalently re-distributing them, has got (49.573%) of the variance occurred in the factors. Out of the Eigen Values that face the factors, it has been found that there are values start appearing at the first factor and fading at the third because their values are less than correct one. Consequently, only the first three factors are going to be kept as show in figure (2):

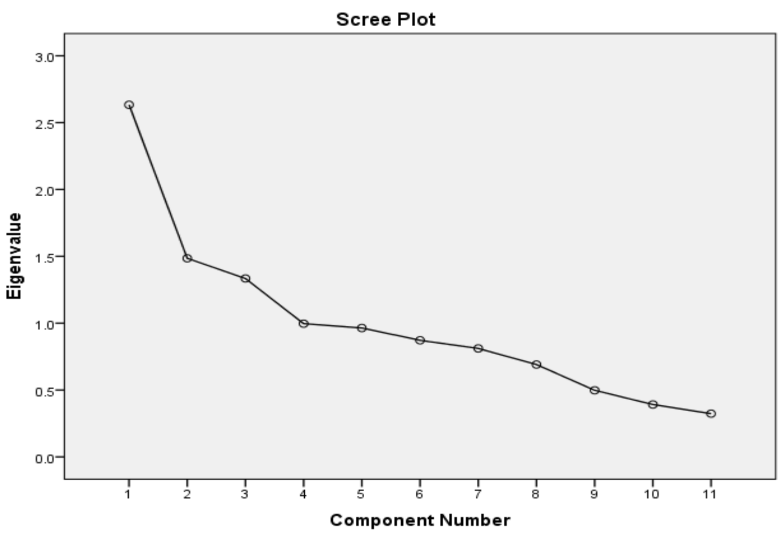


Chart (2) Eigen Values of Financial Inclusion Concept-Factors

When rotating the matrix of the factors extracted, the saturation for each variable over any factor appears, i.e. the value of the simple correlation coefficient among the factors and variables concerning the study from the three extracted factors as explained in Table (5):

Table (5) Matrix of the Financial Inclusion Concept-Factors

Rotated Component Matrix[a]

	Component		
	1	2	3
VAR00011	.742		.164
VAR00003	.735	.290	-.263-
VAR00007	.642		
VAR00009	.499		.456
VAR00006	.443	.427	.263
VAR00005		.737	-.212-
VAR00001		.647	.369
VAR00002		.518	
VAR00004	.155	.400	
VAR00010	.249	-.111-	.763
VAR00008	-.216-	.307	.668

Table (5) clarifies the following:

-First Factor (financial inclusion contributes in economic growth and security stability) which has been ranked first is one of the factors extracted for the role of economic TV. Shows. Its value has been (23.940%) from the total variance of the factors. It includes the following variables:

1-The variable VAR11 (increasing banking density) with a saturation at about (0.742).

2-The variable VAR 3 (financial inclusion contributes in offering cheaper financial products) with a saturation at about (0.735).

3-The variable VAR 7 (providing the audience with information) with a saturation at about (0.642).

This indicates that the financial inclusion contributes in increasing the economic growth and security stability throughout increasing the banking density and expanding the Bank-branches that offer cheaper banking products taking into account the audience's interest of the economic TV. Shows which, in turn, provide them with the required for understanding the concept of financial inclusion.

-Second Factor (developing the financial institutes and multitude of their financial products) which is ranked second is among the factors extracted for the role of the economic T.V. Shows with a value at about (13.503%) of the total variance of the factors. It includes the following variables:

1-The variable VAR 5 (raising the standard of living of the socially weak social classes) with a saturation ratio at about (0.737).

2-The variable VAR 1 (financial inclusion contributes in the economic growth and security stability) with a saturation ratio at about (0.647).

This indicates that the economic TV. Shows greatly contribute in raising the standard of living of the economically weak social classes in promoting the concept of financial inclusion, which in turn, helps in the economic growth and security stability.

-Third Factor (financial inclusion contributes in offering cheaper financial products) has got the third rank among the factors extracted for the role of economic TV. Shows in this. It has a variance value about (12.130%0 of the total variance of the factors extracted. It includes the following variables:

1-The variable VAR 10 (increasing the awareness of using the ATM) with a saturation rate at about (0.763).

2-The variable VAR 8 (educating and increasing the financial awareness of audience) with a saturation rate at about (0.668).

This indicates that the financial inclusion offers cheaper financial products that take into account the interest of the economic TV. Shows- audience, which in turn, work to increase the financial awareness and education concerning the use (ATM).

QUESTIONNAIRE FORM

Dear Sirs,
The researcher intends to investigate "The role of Economic TV. Programs in Promoting the Concept of Financial Inclusion". This questionnaire form has been designed to make use of your wise view points and collect the necessary data. It is hoped that all the questions and items registered in this questionnaire will objectively, carefully and clearly be responded to. It is worth mentioning here that your responses have crucial importance for the researcher to reach scientific results that help in fulfilling the aims of the study.
With Sincere Regards
Researcher: Asst. Prof.Mohammed R. Alessa (PhD)

First: General Information:

1-Gender: Male ( ) Female ( )
2-Scientific level: MSc. ( ) PhD ( )
3-Specialization: General ( ) Exact ( )
4-Scientific Title ( )

Second: Economic TV. Programs "Shows":

1-Do you watch Economic TV. Programs? Always ( ), sometimes ( ), rarely ( )
2-Which channels do you prefer best to watch their Economic TV. Programs
a- , b- , c-
3-How much is the level of watching these programs? Daily ( ), weekly ( ), monthly ( )
4-How much time do you spend watching these programs? Less than an hour ( ), an hour to two ( ), more than three hours ( )
5-Your favorite time of watching: morning ( ), midday ( ), night ( )
6-Does the information these programs introduce help the audience understand the Financial Inclusion? Always ( ), sometimes ( ), rarely ( )
7-Economic TV. Programs increase the trust in Banking Sector: Always ( ), sometimes ( ), rarely ( )
8-Economic TV. Programs help in identifying the suitable financial services for the audiences: Always ( ), sometimes ( ), rarely ( )
9-Ecoomic TV. Programs are a source of trust for you as far as the financial services the banks offer: Always ( ), sometimes ( ), rarely ( )
10-The information which these programs present is misleading: Always ( ), sometimes ( ), rarely ( )

Third: Financial Inclusion:

Items	Agree	Neutral	Disagree
Financial inclusion via economic TV. programs helps in increasing economic growth and financial stability			
Economic TV. programs contribute in developing financial institute and the variety of their financial products			
Financial inclusion offers, through the economic TV. programs, cheaper financial products that take into account the audience's interest			
Economic TV. programs focus on the economically weak social classes that could not get the official economic products			
Economic TV. programs contribute in raising the standard of living of the economically weak social classes via supporting the concept of Financial Inclusion			
Economic TV. programs help in reducing the poverty averages and fulfilling economic growth for individuals and the country as well			

Economic TV. programs provide the audience with all the necessary information of the financial inclusion			
Economic TV. programs contribute in educating and increasing the financial awareness of the audience			
Economic TV. programs contribute in making the accurate financial and productive decisions by the economically weak classes			
Economic TV. programs contribute in increasing the audience's awareness concerning the use of ATM			
Economic TV. programs contribute in increasing the banking density and expanding the banking branches-nets through promoting the concept of financial inclusion			

CONCLUSION

The research results have shown that all the Departments of Finance and Banking in Governmental universities in Baghdad do not have teaching staff members who have the scientific title of "Professor". This is an indication of the lack of specialized and advanced staffs in the field of Finance and Banking. Results also indicated that the patterns of being exposed to the economic TV. shows effectively contribute in promoting the concept of financial inclusion because it creates an increase in the ratios of watching and time-duration of this watch. In addition, they have shown that the promotion of the concept of financial inclusion via economic TV. shows takes part in fulfilling the economic growth and security stability through increasing the Banking Density and expanding the baking branches nets which lead to offering cheaper financial products that take into consideration the audience's interest.

Financial culture of the economically weak social classes is the backbone for achieving financial inclusion. This will not be obtained unless the attention given to economic TV. shows is increased through increasing time-duration of exhibiting these shows and using the artistic and directing templates which work to communicate financial information to the audience in a clear understandable procedure via the Iraqi TV. channels.

It is must to prepare plans and programs by the Iraqi TV. channels that go along with the strategy of the Iraqi Central Bank for achieving financial inclusion, giving greater role to the visual media mainly the TV. in the Iraqi Central Bank Strategy.

Finally, it must be encourage the Iraqi Satellite TV. channels to prepare and produce economic TV. shows by specialists in the field of Finance and Banking. In addition to this, the Governmental and private banks should also sponsor these programs and shows in order to fulfil the financial inclusion in Iraqi society.

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E-Government Strategies as a Modern Perspective of Learning Organizations: Practical Study in the Directorate of Work-Iraq of Anbar

Estrategias de gobierno-electrónico como perspectiva moderna de las organizaciones de aprendizaje: Estudio práctico en la dirección de trabajo-Iraq de Anbar

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ABSTRACT

E-government has become a high priority program for government organizations at the central and regional levels around the world. The follow-up of certain clear brand strategies by e-government organizations can motivate a learning organization to improve its characteristics. The authenticity of the study has been examined through the use of total examination forms (178) compiled from officials of the Iraqi traffic management in Anbar. The results strongly support the suggested model and refer the presence of a positive relationship and its effects between e-government strategies and the characteristics of learning organizations.

Keywords: Characteristics of learning organizations, e-government strategies.

RESUMEN

El gobierno electrónico se ha convertido en un programa de alta prioridad para las organizaciones gubernamentales a nivel central y regional en todo el mundo. El seguimiento de ciertas estrategias claras de marca por parte de las organizaciones de gobierno electrónico puede motivar a una organización de aprendizaje a mejorar sus características. La autenticidad del estudio se ha examinado mediante el uso de formularios de examen total (178) compilados de funcionarios de la gestión del tráfico iraquí en Anbar. Los resultados apoyan firmemente el modelo sugerido y hacen referencia a la presencia de una relación positiva y sus efectos entre las estrategias de gobierno electrónico y las características de las organizaciones de aprendizaje.

Palabras clave: Características de la organización de aprendizaje, estrategias de gobierno electrónico.

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INTRODUCTION

Many researchers have devoted their writings to the problems of creating the E- governance for there is the theoretical basics for the E-system (Xia, 2017, p.2), the system of the E-government in the Public administration, information approaches and the analytics in supporting the government activities, and the potentials of using the information technology and communication to transfer to a new concept of the state aiming at putting in hand most of needs of people through it (Chernov et al, 2018, p.63). Most of the issued E-government studies are either conceptual or case studies, just limited studies for analyzing the execution of the E- government actions. We shed the light upon the rarity of the study of its impact, and actually the previous studies have shown that transferring of the concepts and actions from the private sector to the public one is a problem that is not always happened (Hossain et al, 2011, p.576). This refers to the importance of realizing the unique side for applying the E-government strategies. In other words, it is a matter of must to study the E-government strategies by themselves.

In spite of the increased interest of the organizations in the applications of the E-government still they front huge challenges, the most important one is that use and adaptation of the E-government applications that might never last plus the inactive investment (Chen et al, 2007, p.199). Specifically the evident significance of the evidence is that not all E- government projects are successful but the great majority of them are failures of some kind or they did not result in the expected results specially on the top tactic and strategic levels (Heeks, 2008, p.8), or there is a comprehension and integration of the E-government systems in the organization which is considered necessary for competition elsewhere. Still there is a lot to learn about the best ways of putting the E- government in a strategic position to ensure the largest positive influence on the activation of the organizations (Hossain et al, 2011, p.577). According to that such these challenges and else are embodied in the strategies of the E- government that is considered a modern introduction to consolidate the Learning organization characteristics.

In this context, the E- government is considered, one of the new constructions in serving the public establishment of the audience, a new shape of the shapes of the technological influence on the public establishments that realized the importance of the Learning organizations required by the a change such as the use of the new technology via the efforts of the E- government (Administrasi Publik, 2011, p.2). The most urgent E-government is the human resources hence the preparation of the human resources is made through the actions of the Learning organizations (Uak Sena,2016, p.1),(Nandan, 2007, p.49). (Gant, 2008, p.52) recommends the construction of the Learning organization which is one of the seven recommendations in developing the E-government systems.

Many factors have been identified that are activating together and showing the need for shifting to the Learning organizations which are (the global, technology, shifting in the work styles, increasing the customers influence, developing the roles and the expectations of the employees and knowledge). It refers to many justifications that lead to the competition between the countries to adapt the Learning organization concept, apply it and keep it up (Thomas & Allen, 2006, p.123). The E-government is also considered as one of the new aspects to run the E- learning since the changes in the E-governorate are extremely dynamic and as a result the shapes of learning are considered a quick motivation to develop the modern society which means that the shift from the traditional approaches to the learning that relies on the activation (Veljkovic & Stoimenov, 2011, p.119). Despite that, little of the efforts of researching that specified the E-government strategies in the public organizations plus their relationship and impact in supporting the Learning organization characteristics. The first motives of our study are that those gaps.

To overcome such gaps and clarify the value of the E-government strategies to enhance the Learning organization characteristics, a conceptual model has been developed that relies on the literatures of the E-government strategies and the Learning organization.

Due to the importance of the location and in the light of the this given information it was needed to run these studies and the researches in the Iraqi organizations and hence the study aims at identifying the modern role

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for the E-government strategies in enhancing the Learning organization characteristics in the Iraqi environment especially in the organization under research process due to the profound the Learning organization characteristics that enable them to face increased influences of environmental pressures and cope with them.

It has been a common thing that many previous researchers came close to applied problem of the point of view of the topic in the developing countries as the Iraqi organizations, face today challenges represented by the sudden variations in the administration samples that came out in the world environment. It is required the adaptation of E-government strategies that will support enhancing the Learning organization characteristics, how to employ them in the way that does the best services and, hence, this study comes to answer a basic question which is (how do the E-government strategies embody the supporting of the Learning organizations characteristics?) Certain questions have been risen up:

1. What is the extent of the researchers' realization and perception of the concept of the E-government strategies?
2. What is the range of possession of the researched organization for the Learning organization characteristics?
3. What is the level of the E-government strategies applied in the under study organization?
4. Are the Learning organization characteristics supported whenever the interest of the organizations increases in the E-governments strategies?

Through treating these questions this study aims at sharing in presenting experimental proofs to support the relationship and the clear influence of the E-governments strategies in enhancing the Learning organization as they are in charge of formulating and executing the proper strategies to confront the challenges of applying the E-government.

In the next part, the remaining of the study will be organized as follows, presenting a theoretical framework for the concept of the E-government and its strategies, the concept of the Learning organization and its characteristics followed by presenting a conceptual modeling for the study and its hypotheses and then describing the study community, its sample and its tools. Nest comes the presentation of the findings of the study and, eventually, the conclusions and the recommendations that the study comes out with.

Conceptual Modeling

A proposed diagram, to complete the treatment of the problem of the study and achieve its goals, has been put to include all the main and sub-variables of the study as follows:

-The independent variable: The E-government strategies that includes (the strategy of technology, wide range strategy, strategic dimensions, and the strategy of the service).

-The dependent variable: The Learning organization characteristics which include (the continuous learning, dialogue, empowering, Connecting and communication).

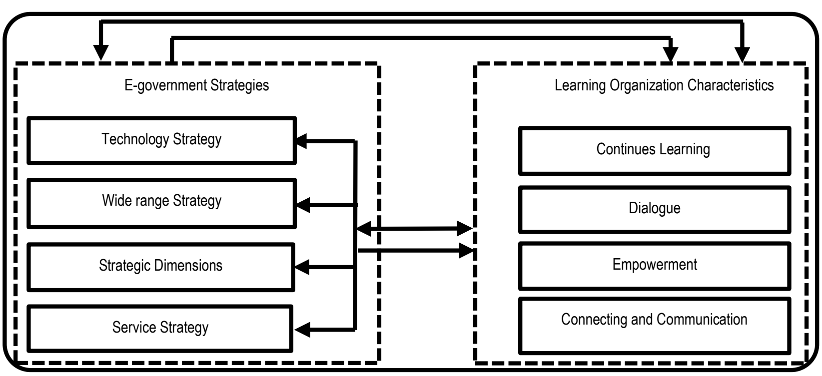


Figure (1) conceptual Modeling

Hypotheses of the study

- The first main hypothesis: There is a significant connected relationship between the E-government strategies in all its types and the Learning organization characteristics.

-The second main hypothesis: there is a significant influence for the strategies of the E-government strategies of all its types on the Learning organization characteristics.

THE THEORETICAL AND PHILOSOPHICAL FRAME OF THE STUDY

The concept of the E-government

There is no one common definition for the E-government but it is a new developed style; even more that it is a new technological information revolution led to a milestone shift in developing the government systems and private sector systems and other traditional administrations to the E-transactions. Briefly the E- government is referred to it as the application of the technologies on the internet in the government and non-government commercial sectors and activities (Criado and Ramilo, 2003, p.191). The E-government was defined (Bruno, 2002, p.1) as the use of the information and communication technology "ICT" in order to change the government performance to make it more efficiency and effective. The E-government always refers to the processes and structures relating to the E-delivery of the government services for the people (Panda & Swain, 2009, p.2). (Maranny, 2011, p.12) sees that the E-government includes creating a safe government network and a central data base for the sake of a more efficiency collaborative activation between the government administrative departments, including the delivery of services depending on the web, and a digital democracy for more transparent government accounting.

The E- government was also widely defined as the usage ICT to encourage the government work to be more efficiency and effective, It aims at easing the reaching to the public services more than before and allowing all the individuals and citizens to get the largest quantity of information and making the government much more responsible before its citizens (Pacific council on International policy: 2002, p.1). (Turban et al, 2006, p.330) defined it as the reaching to the usage of the information technology and the E-commerce to present the getting to the government information and offering the public services to the citizens and business organizations.

It is necessary to refer to fact that the applications of the E-government depend totally on the E-administrations for the directorates and organizations whether they are in the public or private sectors hence, we can say that the relationship of the E-government and the E- administration is the relation of the whole with the part, i.e., the E-government is the whole and the E-administration is the part.

Strategies of the E-government

The E-government strategies are controlled by the actions and the finalized processes according to the government updating concerning these means such as the means of enhancing the transparency, questioning and wise ruling where the activities are decided within a short, medium and long term ranges with goals that could be possibly achieved (Gathungu & Mungai, 2012, p.144). The strategy of the E- government should target the locations and sectors of high opportunities administration for success and product (Pacific council on International policy, 2002, p.2). Among the basic strategies of constructing the E- government are: (Maria and Johanna, 2001, p.329 – 337).

-Businesses reconstruction and updating: it means the reconstruction of the company, new general administration and modern usage for the technology. In this case there should be a reconsideration in the administration frames, communications networks, external and internal transformation of information.

-Finding new ways for the government businesses: Means that finding sharing with government or private sectors, searching for foreign financing and never depending, thoroughly, on the government financing support, multi-service and shopping job… etc.

-Presenting best services to citizens and the commercial businesses: (comprehensive ranges, cheap easy services, 24- hour everywhere daily services), so once stationary fixed projects are put out in the E-government it is necessary to look at the E-government through the following:

• Wide range E-government: it is the complete construction for government and the inclusion of the E-administrative projects. Such as the E-administrations, the E- facilities, like the filling up of the passport form, the E-courts, E-health care card, E-learning (Roland and Maria,2001, p.2) .

• Narrow range E-government: Applying the local administrative processes within the scope of E-administration in the one sector such as the passport in a some governorate and then to the general directorate for passports in the ministry of interior. It shows that there is a great challenge and inner change that are still spreading silently behind the E-government, hence the development towards the E-society must confront this rising, challenging and appearing for the vision soon.

-strategic dimensions: Shifting into effective, successful and competent E- government requires an adequate vision and a clear facets mission and goals aim at achieving them with adequate priorities in the light of criteria and qualifications go in line with and correspond the developments of the modern technology. As a result it is necessary to choose the government projects based on achieving the possible maximum outcome. In order to develop the strategy it is based on the three-dimensional frame:

• E-services: it focuses on the increasing of the level of the E-converting of the government components and presenting high quality services through various channels enriching the workers' needs.

• E-readiness: Focusing on the development of the ability of the united components in Iraq in terms of the technical, systematic and human levels on the application of solutions of ICT and shifting towards the E-government.

• ICT environment: This dimension includes the coverage of the organizing factors such as the policies and legislations that affect the execution of the initiatives of the E-government.

- Planning for the E-government projects: Priority given to the projects decided to be applied is not enough and so it is necessary to have a detailed work plan that helps guide the government offices and officials in applying the E-government. Besides choosing the government projects by the best way because it is considered the start point. Many governments have failed in choosing their projects and consequently resorted to the private sector (Pacific council on international policy, 2002, p.18).

(Jordan e-government program, 2006, p.4) refers to the successful execution for the E-government in its wide concept depends on many bases that states and governments must prepare them, The most important of them possibly is shaping effective strategies completing each other to achieve that success and these strategies are: planning and administration, service access service, content, technology and sharing and the public awareness. Wong et al, 2007, p.5 believes that among the strategies that make the development of the E-government sustainable are wide range strategy that includes the challenges that confront the company administration resulted from the technological developments.(Grant 2008, p.51) diagnosed many strategies to achieve success in the E-government in the developing countries represented by the following: strategic service, learning process administration strategy around the new technology, technology strategy, wide range strategy, and E-government services assimilation strategy in the organization.

Learning organization concept

The Learning organization has received a lot of interest in the literatures where the organizations are increasingly encouraged to make use of the learning to gain a competitive advantage (Haley & Lazouskas, 2009, p.3). Learning, in the organization is actually an empowering of the man power and merging work with learning continuously, since the organizations that give focus on the learning and empowering of the employee come out with great success, become more adapted with the changes and resisted for longer time (Nazari & Pihie, 2012, p.211). (Marsick & Watkins, 2003, p.132) described the Learning organization as a continuous learning process and an independent shift through the strategic process in integrate with the work that

consequently increases the organization ability to invent and develop. In the same context the Learning organization is defined as an organization that keeps learning continuously and is possibly (shifting) itself because it enables people, encourages collaboration, team learning, enhances the open dialogue and certifies the individuals-organization connection (Dawoood et al, 2015, p.94).

As for (Senge, 1999, p.14) he sees that the Learning organization is basically an organization that works continuously on expanding its abilities to create its future, is not enough to just stay existed but to learn from staying alive or what is known as in many times as the adaptive learning and the generative learning that enhances our abilities to invent. Foster, 2001, p.7 sees that the Learning organization is the one that enables each individual of its members identify and solve the problems continuously. So it is the model of the effective change inside the organizing, to what it has of ability of comprehending and understanding through analyzing what it applies from experiences whether failed or successful and what it makes use of from the experiences. As a result of that, it is the kind of organization that enhances the continuous organized renewal via embroidering/ enlisting a group of the core processes that feed the positive inclination to learn, adapt and change (Nthurubele, 2011, p.75).

The cognitive perspective of the Learning organization expresses its ability in having the skill of creating, acquiring and transforming the knowledge that now becomes one of the vital roles for the manager. The Learning organization is the one that constructs its systems with the ability and capability of getting knowledge within a long term plan that enables it to make continuous changing processes (Hunger & Wheelen, 2007, p.4). Malik (2012, p.117) defines it as a continuous method from individuals towards invention and the developed learning environment through the right usage of the organized resources and the real use of the knowledge. Whereas Bleed (2004, p.1) describes the Learning organization that is the organization that its administration always checks its experiences and convert them into knowledge accessible to all its human resources and it has a relationship that connects it with its main goals. According to Garvin (2000) the Learning organization is defined as a skillful organization in creating, acquiring, interpreting, transforming, keeping and adjusting knowledge for the sake of the behavior that reflects the knowledge and the new vision (Bratianu, 2015, p.76). For (Yang et al, 2004, p.15) he sees that the Learning organization eases the learning process for all its members and activates with the changes of the surrounding environment positively. Hence the two researchers believe that it is requires from the organizations to work seriously in order to adapt the concept of the Learning organization as an approach to improve its performance, growth, existence, and competition with others.

Learning organization characteristics

The Learning organization is characterized by many characteristics, however researchers agreed that the speed of learning is the basic characteristics that characterizes the Learning organization and compete with the contemporary ones. Some organizations, on the other hand, fail in learning and the key is the constraints that hinder it not to be an Learning organization in the light of the five characteristics (personal mastery, mental models, common vision, team learning, and system thinking) identified by (Senge, 1990). These constraints are implied in the position of (avoiding the risk) towards personal mastery, the difficulty of keeping the useful mental models in a hasty changing position, the possible role of managers in prohibiting the research from a common vision, shortage of support in building up the team and a way of strict thinking on the level of systems (Fenwick & McMillan, 2005, p.49).

Besides (Vince & Saleem, 2004, p.135-147) identified caution and blaming as factors that prevent the organization from being Learning. When the usual position of the organization depends on caution accompanying the individual blaming, there will be a very little range foe thinking and learning, Though the feelings are always considered an constraint in the work of the organization, fear and worry could actually push for effective learning, fear from mistake could also lead the managers to reach to new effective solutions, or lead to solely blaming and barriers. As it is referred by (Cook, et al. 1997, p.37) there is a group of characteristics that characterize the Learning organization which are: the existence of a clear strategy for continuous learning in the organization, encouraging the employees on the self- developing process to increase their skills and

abilities, creating a suitable climate for working that encourages the participation and frank administration by numbers and revealing the mistakes, enhancing the invention and the creativity for the employees, the participation of the employees in taking the decisions, using the system thinking in solving the problems and taking the decisions.

Both of (Ellinger et al, 2000, p.5), (Kerka, 1995, p.2) referred to the most important effectives and activities that are considered the exporter for the organization learning and also represent a part of the all characteristics of the Learning organization, they are: the availability of the continuous learning opportunity, using learning to reach the goals, connecting the individual performance with the organizational performance and encouraging the team learning, enhancing the dialogue and questioning culture in organization, insuring the care of the effective participation and the openness to all the organization members, supporting the organization relationship with the surrounding environment via acquaintance and the activation with its factors and authorizing the individuals in terms of the shared vision.

Courter (2003, p.12) and Yang et al, (2004, p.34) are somewhat consistent in identifying the Learning organization characteristics, including: continuous learning, dialogue and inquiry, team learning, empowerment, systems for capturing shared learning, communication, and strategic leadership. He added to it (Arma et al, 2016, p.7) two characteristics: friendship and sincerity. It is clear from the above that writers and researchers agree on four characteristics, even if it is implied, despite the difference in vocabulary, but the content was the same, namely: continuous learning, dialogue, empowerment, connecting and communication.

Population and sample

The community of the study is represented in the Directorate of Anbar Traffic field to conduct this study which is considered one of the public service organizations working in the Iraqi service sector and its great importance to this sector and other sectors, on the one hand, and its importance to the community on the other hand. The sample of the study was a deliberate one that included all senior leaders represented by officers in the above directorate with actual (178) officials.

Tools of gathering data

The following tools have been adopted in the collection of data and information:

- Available sources and references: What was available before the two researchers from books, researches, periodicals, articles, theses and letters related to the subject of the current study in order to cover the theoretical axis.

- The questionnaire: It is the main tool for collecting the data and the information related to the practical axis which was prepared based on the studies (Maria and Johanna, 2001) and (Watkins & Marsick, 1997) which were adapted to the current research directions, objectives and hypotheses. The questionnaire consisted of two parts: the first part included the E-government strategies (technology strategy, wide range strategy, strategic dimensions, service strategy) that included 16 items with four items for each strategy. The second part included the Learning organization characteristics (continuous learning, dialogue, empowerment, connecting and communication) which was specified with (20) items of five items for each characteristic.

- Personal interviews: Several interviews were conducted to obtain first-hand information on the variables of the study through the direct interaction with the respondents of the sample as well as its role in clarifying the dimensions of the questionnaire and items for them.

- The validity measurement: The two researchers verified the validity of the internal consistency and the consistency of the questionnaire items through the use of (Cronbach's alpha) to calculate the coefficient consistency of the scale which includes (36) items divided into four sub-variables of the independent variable (the E- government strategies) and a consistency coefficient (0.78), and five sub-variables of the adopted variable (learning organization characteristics) with a consistency coefficient (0.83) and it is clear that the coefficient of consistency of the general questionnaire is high as it reached a value of (0.87). The certainty of

the measuring instrument and its validity is calculated by the fact that the certainty represents the root of the consistency coefficient that is calculated by the following equation: validity = square root of consistency = 0.93, and represent a high validity rate of the questionnaire.

RESULTS AND DISCUSSION

In this axis, the answers of the sample will be described about the study variables represented by the E-government strategies and the Learning organization characteristics in which a set of measures were adopted using (SPSS-ver.24) program such as mean, standard deviation, and variation coefficient, and the standard mean rated (3) was adopted and extracted from the equation (Total of category / its number) in order to measure the importance of variables for the research sample as well as the importance of its dimensions as the following:

Describing the answers of the respondents on the E-government strategies

Table (1) shows that the mean of the E-government strategy variable was (3.42) which is an average mean compared to the standard mean and this indicates to the average interest in the E-government strategies variable. The standard deviation of this variable reached (0.95) and this indicates to a good harmony in the responses of the respondents which is supported by the variation coefficient value rated (19.22%). The dimensions of this variable were as follows:

Technology Strategy: It was found that the mean of this dimension was (3.52), which is an average mean compared to the standard mean. The standard deviation of this dimension was (0.75), which indicates a good harmony in the answers of the sample members that is supported by the variation coefficient that reached (21.30%).

Wide range strategy: It was found that the mean of this dimension was (3.47), which is an average mean compared to the standard mean the thing that refers to the average interest of the members in the wide range strategy. Whereas the standard deviation for this dimension reached (1.04) which indicates to the low distraction in the sample members answers. This is largely supported by the variation coefficient rated (30.01%).

Strategic dimensions: It was found that the mean of this dimension has reached (3.29) which is an average mean compared to the standard mean which indicates to the average interest of the sample members in the strategic dimensions. The standard deviation for this dimension reached (1.08) that indicates to the high harmony in the answers of the sample members. This is reinforced by the variation coefficient rated (33.35%).

Service Strategy: It was found that the mean of this dimension was (3.59) which is an average mean compared to the standard mean. This indicates to the average interest of the sample members in the service dimension, while the standard deviation of this dimension was (0.95) this indicates to the high harmony in the answers of the sample members. This is supported by the variation coefficient rated (26.64%).

Table (1) The results of the variable of E-government strategies

Perspectives	Mean	Standard deviation	Variation coefficient
Technology Strategy	3.52	0.75	21.30
Wide range strategy	3.47	1.04	30.01
Strategic dimensions	3.29	1.08	33.35
Service Strategy	3.59	0.95	26.64
Total number of variable	3.42	0.95	19.22

Describing the answers of the Learning organization characteristics

Table (2) shows that the mean of the Learning organization characteristics has reached (3.68) which is an average mean comparing to the standard mean that indicates the average interest, and that the standard deviation of this variable has reached (0.98) This indicates a good harmony in the answers of the sample members. This is supported by the value of the variation coefficient rated (26.63%). The dimensions of this variable were as the following:

Continuous learning: It was found that the mean of this dimension was (3.29) which is an average mean compared to the standard mean. This refers to the average interest for the sample members. Whereas the standard deviation for this dimension reached (1.00) indicating to the high harmony in the answers of the sample members. This is supported by the variation coefficient rated (30.63%).

Dialogue: It was found that the mean of this dimension reached (3.97) which is a high mean compared to the standard mean. This refers to the good interest of the sample members in the dialogue. The standard deviation for this dimension reached (1.01) which indicated to the high harmony in the answers of the sample members. This is reinforced by the variation coefficient rated (25.49%).

Empowerment: It was found that the mean of this dimension has reached (4.08) which is a very high mean comparing to the standard mean. This refers to the distinct interest in this dimension. Whereas the standard deviation of this dimension was (0.87) that indicates to the good harmony in the answers of the sample members. This is supported by the variation coefficient rated (21.47%).

Connecting and communication: It was found that the mean of this dimension was (3.41), which is an average of the mean compared to the standard mean. It indicates to good interest. Whereas the standard deviation of this dimension was (1.04) this indicates the low dispersion in the answers of the sample members. This is supported by the variation coefficient rated (30.55%).

Table (2) The results of the variable of Learning organization characteristics

Perspectives	Mean	Standard deviation	Variation coefficient
Continuous learning	3.29	1.00	30.63
Dialogue	3.97	1.01	25.49
Empowerment	4.08	0.87	21.47
Connecting and communication	3.41	1.04	30.55
Total number of variable	3.68	0.98	26.63

Testing the research hypotheses

The research hypotheses were divided into two main hypotheses: correlation hypothesis and impact hypothesis to find out the relationships between the study variables represented by the E-government strategies and the characteristics Learning organization. A group of the statistical tools represented by the Spearman's rank correlation coefficient has been used and the simple linear descending between the research variables as follows:

Testing the correlation hypotheses between the research variables

The Spearman's rank correlation coefficient was calculated to determine whether or not correlation relationships exist between the basic components of E-government strategies as an independent variable and the characteristics Learning organizations as a dependent variable. According to Table (3), a set of correlation relationships were obtained as follows:

Table (3) The results of analysis of Correlation

Learning organization characteristics / E-government strategies	Continuous learning	Dialogue	Empowerment	Connecting and communication	Total number of variable
Technology Strategy	**0.426	*0.291	**0.601	*0.198	**0.668
Wide range strategy	*0.441	**0.554	*0.321	**0.510	**0.538
Strategic dimensions	**0.521	**0.431	*0.638	**0.403	**0.580
Service Strategy	**0.343	**0.435	**0.500	**0.435	**0.555
Total number of variable	**0.555	**0.615	**0.677	*0.573	**0.694

- The correlation relationship between the variable of the E- government strategies and the Learning organization characteristics reached (0.694), which indicates a strong correlation relationship of significant indication at the level (0.01). This proves the first main hypothesis of an existed significant correlation relationship between E-government strategies and the Learning organization characteristics. This means that the Learning organization characteristics have deep roots or relate largely to the existence or absence of the E-government strategies in the organization.

- The correlation relationships, between all the study variables, were statistically significant at the level of (0.01) and (0.05), which proves the sub-hypotheses emanating from the first main hypothesis, and, therefore, there are significant correlations relationships of statistical significance between E-government strategies and Learning organization characteristics.

Testing the effect hypotheses between the research variables

To find out the existence or non-existence of the influence between the variables of the study, a simple linear regression was based on to extract (F), (β) and (R^2) to make sure that there are or no affect relations between E-government strategies as an independent variable and Learning organization characteristics as a dependent variable as shown in Table (4) as in the following:

Table (4) The results of analysis of Regression

dependent variable / independent variable	Learning organization characteristics				
	A	B	(F) value		R^2
			Calculated	Tabular	
E-government strategies	0.270	0.411	22.673	7.001	0.332

Through table (4) we conclude that the value of (β) was (0.411). This indicates that any change in the value of (E-government strategies) by one unit leads to a change in the value of (Learning organization characteristics) by (41.1%). The calculated value of (F) was (22.673) which is higher than the value of (F) tabular value of (7.001). This means there is a significant statistical relationship for E-government strategies on the components of learning organization characteristics which proves the second main hypothesis. The value of the explanation coefficient reached (R2) (0.332), which means that (E-government strategies) explains what percentage (33.2%) of the changes in the (Learning organization characteristics), while the remaining percentage rated (66.8%) is due to the effect of other variables that do not exist in the model of the current study.

CONCLUSIONS

It was found that organizations are interested in the E-government strategies and are working to develop them. Such an interest has been the result of the organization in service strategy, technology and the strategic dimensions that require the application of these for the sake of the work. It shows that the organization has followed certain characteristics to be a learning organization and that these components and characteristics are important to minimize the negative effects. The most important of them are empowerment, dialogue and connecting and communication. It was found that the organization has relied on technology as a basic strategy of the E-government strategies to combat the negative effects related to the organization. It shows that the organization administration has applied a specific plan and positive view of the application of E-government. It has used the E-government as a tool to enhance its capacity to be learning organization. Finally, It shows that the organization administrations use the E-government strategies combined to enhance their ability to be learning, more than if they used those dimensions individually, and this confirms a logical conclusion on the existence of correlation and complementarity between these strategies that its role is reflected in the collective way more than in its individual use.

Administrations of organization should strengthen the technology strategy as the core and key strategy through which they reform the wrongs and weaknesses in performance, supporting the ability to apply the basic principles of the E-government and showing the mechanism of the E-government work and its future applications. Activating the use of the effective strategies for E-government and working on the development of an action plan for its periodically improvement throgth social networks and Internet service in the province in a way that secures the E-government application successfully through the speed of access, reduce the costs and service improvement.

It is recommended making laws and legislations that will enhance the work of the E-government project.

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Female Poets of World War I

Poetas femeninas de la Primera Guerra mundial

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ABSTRACT

Every citizen of Great Britain and the United States had their role during the First World War. Yet, Women were not allowed to be soldiers in front lines, as they were much needed into duties like nurses, ammunition workers, or as housemakers. Many of these women expressed their feelings about war through literature, especially poetry. However, their voices of WWI were often overlooked in comparison to those of male poets. This study sheds light on three of these female poets with reference to their poems about the First World War. These three poetesses are Jessie Pope, Muriel Stuart, and Katherine Tynan.

Keywords: Female poets, literature, World War I.

RESUMEN

Todos los ciudadanos de Gran Bretaña y Estados Unidos tuvieron su papel durante la primera guerra mundial. Sin embargo, a las mujeres no se les permitía ser soldados en primera línea, ya que eran muy necesarias en tareas como enfermeras, trabajadoras de municiones o amas de casa. Muchas de estas mujeres expresaron sus sentimientos sobre la guerra a través de la literatura, especialmente la poesía. Sin embargo, sus voces de la Primera Guerra Mundial a menudo se pasaban por alto en comparación con las de los poetas masculinos. Este estudio arroja luz sobre tres de estas poetas con referencia a sus poemas sobre la Primera Guerra Mundial. Estas tres poetisas son Jessie Pope, Muriel Stuart y Katherine Tynan.

Palabras clave: Literatura, poetas femeninas, primera guerra mundial.

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JESSIE POPE

Famously known for her jingoistic poetry, Jessie Pope is one of the renowned WWI female poets. Her poem, *Who's for the Game?* glorifies the idea of war and encourages men to participate, as war is a measure of masculinity for her. Pope writes,

Who'll grip and tackle the job unafraid?
And who thinks he'd rather sit tight? (3-4)

Instead of questioning that war is harsh and risky, Pope asks,

Who knows it won't be a picnic not much
Yet eagerly shoulders a gun? (9-10)

In the poem, Pope tells that war is not a picnic, and implies with her language that war can be as a good time as a picnic, but who knows what it will be. The poem begins by comparing the war to a *game, the biggest that's played* (1). A game, by definition, is a friendly competition where participants are either losers or winners. The use of the term "game" in the poem shows that men can join the war with no fear since war is a competition. Regardless the WWI reason, Pope encourages men to take the risk to represent their countries. She ends the poem explaining,

For there's only one course to pursue,
Your country is up to her neck in a fight,
And she's looking and calling for you. (15-17)

Pope's language encourages men to save their country. She uses feminine pronouns to portray the country as female, as it shows to be more effective, as man would never ignore the cry of help to save his country or the distressed female. Thus, Pope's poem serves an influential one as it suggests that men should consider war as a game. Not only did Pope test men's masculinity but also convinced them to join and help their country. Pope had never experienced war harsh conditions, and while some might judge her for comparing war that took millions of lives to a mere game, her poem with no doubt had effectively convinced many men to sacrifice their lives and fight for their country.

MURIEL STUART

Muriel Stuart is another WWI female poet. She had suggested that men are just pieces in the war game. She added that war is an opportunity for men to fight for their country, and a chance for them to be both patriotic and glorious. In her poem *Forgotten Dead, I Salute You* She talks about the sacrifices made by many soldiers to keep their country safe. She begins the poem by setting up the contrast between nature and man. Stuart describes,

Many of nature's attributes such as how the
The hare makes soft her secret house
The wind at tourney comes and goes,
Spurring the green, unharnessed boughs (9-12)

She introduces later an unnamed man, as a reference to all the dead soldiers, by saying,

He knew the beauty of all those
Last year, and who remembers him?" (14-15).

The poet suggests that the unknown man is conscious of all the world beauties when he is alive, but now he is dead, no one remembers him in the same manner. The poem language seems negative towards war when Stuart continues to focus on how no one remembers the unknown man as he is dead during war. She begins the third stanza stating:

None remember him: he lies
In earth of some strange-sounding place,
Nameless beneath the nameless skies, (25-27).

The unknown man will be just a nameless body in a world that will move on without remembering him or his sacrifice. Later, the poetess shifts her tone in the second half of the poem explaining,

Yet such as he
Have made it possible and sure
For other lives to have, to be;
For men to sleep content, secure. (31-34)

She moves to show a positive of the sacrifice that the unknown man made, as when one man dies in war, another one is able to sleep safely at home. Therefore, his sacrifice will not be fruitless, as it will allow others to live safely on his behalf. The poem does not only use a nationalistic tone, but also religious one. Stuart makes the biggest comparison as she compares the soldier's sacrifice during the time of war to Jesus Christ crucifixion. The soldiers' decision to leave his safe home and family to lose his life in war is equivalent to Jesus Christ leaving heaven to take the man's body, enduring persecution on Earth, and then being crucified by the people He tried to save. Stuart adds,

There was his body broken for you,
There was his blood divinely shed
That in the earth lie lost and dim.
Eat, drink, and often as you do,
For whom he died, remember him. (44-47)

In the same way that Jesus encourages His men to remember Him after he has died, the poet encourages men to do the same for the dead soldiers. Stuart's *Forgotten Dead, I Salute You* encourages men to fight for the war using both patriotic and religious techniques. The soldier might lose his life, but he is sacrificing his own life for others to live safely in their country. Stuart highlights this nationalistic approach by comparing the soldier's sacrifice to Jesus' sacrifice made not for just one country, but for the whole world.

KATHERINE TYNAN

Katherine Tynan had produced poetry that shows the harsh and cruel reality of war and exposes the lies that were told to so many soldiers before enlisting. Despite the fact that she had never participated in the battlefield; she shows her knowledge of the war reality in her poetry. Her poem *Joining the Colours* appears to have a positive tone, but the message shown in the poem is clearly anti-war, as she discusses the complications of enlisting in war just for glory. Tynan opens the poem with the departure of young men ready for war,

There they go marching all in step so gay!
Smooth-cheeked and golden, food for shells and guns.
Blithely they go as to a wedding day,
The mothers' sons. (1-4)

The first lines describe a positive scene of happy men marching to war with their young figures, but little they know that they were just food for the guns. Her mention of the innocent boys' deaths is both shocking and truthful. Tynan deliverance of such a cruel message only intensifies when she compares their joyful movements of marching to their marching to their weddings. The last line of the stanza comes when she calls the boys as their "*mothers' sons*" (4). There is not a relationship as sacred and pure as that of a mother and a child. Many of the readers of Tynan's poem being mothers whose sons were soldiers, reading that their sons were targets of lethal weapons would cause them to feel anxious and fearful. Despite the message's harshness, Tynan's poem was an attempt to keep people from enlisting in war without fully comprehending the consequences of war itself. In the third stanza of Tynan's poem, men are not described as heroes, but rather as fools. Tynan warns,

With tin whistles, mouth organs, any noise,
They pipe the way to glory and the grave;
Foolish and young, the gay and golden boys
Love cannot save. (9-12)

Similar to the first stanza, Tynan uses short blunt phrases to contradict the tone of happiness. She describes the scene as musical while the boys play their instruments in rows. However, Tynan explains that they are playing their instruments to glory and to the grave (2). There is no option as Tynan does not write to glory *or* to the grave. The term "and" implies that the boys are marching their way into war in an attempt to gain some type of glory, but they also are marching to their own death. Tynan uses the word to emphasize that there is no use for glory when the soldier has died. Death is inevitably a result of seeking glory in such a blood-spilling arena. Not only does Tynan blatantly warn the boys of their upcoming death after joining the war, but she also labels them as foolish. Again describing the soldiers as "golden boys," (11) Tynan acknowledges the glorified perception that very much existed in the time period, but undercuts that description by calling them foolish and then explaining that "love cannot save" them (12). Love is deemed to be a powerful force able to save the most broken of things and people. However, Tynan says that not even love could prevent these boys from coming back from the war happy, healthy, or even alive. The musical imagery serves as the background to the scene, one that illustrates a Jessie Pope attitude toward war.

However, just two words, "grave" and "foolish," overpower the entire message. No one cares about the music and the boys' synced marching. When the lives of innocent boys are on the lines, everyone becomes aware. The final stanza of the poem reintroduces the concept of love once more. In the first stanza of the poem, the love being discussed was that shared between a mother and her son. In the third stanza of the poem, Tynan reminds the reader that love cannot save the boys. In the final stanza, however, Tynan mentions a romantic love between the boys and the girls. Tynan explains,

High heart! High courage! The poor girls they kissed
Run with them – they shall kiss no more, alas!
Out of the mist they stepped-into the mist
Singing they pass. (13-16)

The first two lines of the stanza seem to offer words of affirmation. The boys do in fact have high hearts and high courage as they sacrifice their lives to WWI. However, just like in the third stanza, what Tynan says

after the apparent positivity is more important and negates the importance of the good. Instead of elaborating on their courage, Tynan explains how the girls that run alongside the boys are unfortunate as well. They are not aware that they will no longer get to kiss their significant other again. It is unlikely that their boys will even return. Yet, because the girls are happily sending them off, just like the girls in the propaganda posters who insisted that the men leave the household, they fail to understand the realistic consequences of war.

CONCLUSION

In conclusion, WWI was a unique era in global history. The magnitude of death was unpredicted and the opinions concerning the war across nations were varied. Men were encouraged to fight on behalf of the helpless woman, who could not protect themselves against the savage enemy. Men were also encouraged to join the war because maybe for the first time in the history of wars, their masculinity was being questioned. Given all the ploys to build a nation's army, the woman might have been one of the most successful and popular technique to lure men to participate in the deadliness of WWI. If any poems were circulated widely, the poems were usually about a woman's love, separation, and anxiety for a departed man.

While this genre of female war poetry is just as important as any other, women wrote other poems about the war that demonstrated attitudes besides love and passion. Women wrote poems about how the men in their lives ought to join the war effort because it was an opportunity to show one's nationalism and patriotism. Others explained how war was a falsely glorified hoax that brought death and destruction rather than honor and pride. Finally, a large percentage of women were involved in the war effort for the first time. This participation created a new genre of war poetry, written by those who volunteered to help the war effort in various capacities.

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Inter-Relationship between Economic Development and Human Development- Analytical Study of selected Arab Countries

Inter-relación entre desarrollo económico y desarrollo humano- estudio analítico de países árabes seleccionados

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ABSTRACT

The research aims to study the inter-relationship between economic development and human development indicators for a selected countries (Jordan, Egypt, Kingdom of Saudi Arabia and Bahrain) by using two stage least Square Test. The results of the test showed that there is a causality relation between the economic development and human development. We found economic development has clear effect on human development indicators in the selected Arab countries.

Keywords: Economic growth, human development indicators index.

RESUMEN

La investigación tiene como objetivo estudiar la interrelación entre el desarrollo económico y los indicadores de desarrollo humano para países seleccionados (Jordania, Egipto, Reino de Arabia Saudita y Bahrain) mediante el uso de la prueba de regresión de minimos cuadrados de dos pasos. Los resultados de la prueba mostraron que existe una relación de causalidad entre el desarrollo económico y el desarrollo humano. Descubrimos que el desarrollo económico tiene un efecto claro sobre los indicadores de desarrollo humano en los países árabes seleccionados.

Palabras clave: Crecimiento económico, índice de indicadores de desarrollo humano.

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INTRODUCTION

Human development is a social, economic and political process by its nature and human beings are its object and tools, and at the same time, its objective. This process of development allows human beings to renew, create and innovate. It is one of the most important processes because it generates unlimited energy, through education, health, nutrition and the improvement of the standard of living. Therefore, human development considers economic growth to be a necessary condition, but not a sufficient one.

The research problem stands the appearance of the difference in vision (theoretical and experimental) regarding the direction of the causal relationship between economic development and a guide to human development indicators within the Arab countries.

Research Objective: The research aims to estimate the mutual effect between economic development and the human development indicators index by formulating a model that measures the causal relationships between variables using the two stage least square test.

The research hypothesis: The research is based on the hypothesis that economic development is the one that determines development paths of humanity for Arab countries.

Continuisly several studies that deal with the relationship between economic development and human development are presented:

1- Robert Solo Study (RMSolow, 1975) (Abiodun, 2011, p.22), which concluded the importance of the (remaining) factors in increasing production and achieving economic development other than capital and labor factors, and education, knowledge, technological progress (technical) and scientific research represent the largest part of them statistically, through his study of (economics of agricultural production) that he conducted on the American economy in the period from 1909 to 1949, that per capita productivity per hour has doubled, and he also found that the remaining factors have a very big role in increasing production, as it became clear that their contributions increasing the productivity of every hour of work, 87.5%, while the financial capital did not contribute a 12.5% of that increase (Maliki and Obaid, 2009, p.5).

2- Javad study (Javad M. Sadeghi, 1999) reached to reveal a relationship between primary and secondary school enrollment rate with the growth of per capita gross national product (GNP) in 98 countries including OPEC countries and East Asian countries, and concluded that the relationship is positive and was stronger for enrollment in secondary education (Javad M, 1999, p.15).

3- The World Bank study (1998, p.217) aimed to study the extent to which education contributes to economic growth (measuring the relationship between the rate of economic growth, literacy and the average life expectancy of an individual) in 83 developing countries during the period 1960-1977 and reached The study indicates that the countries that achieved the highest rates of economic growth enjoyed higher rates of education as well as longer life rates for their members.

4- A study of UNESCO (Unesco, 2003, p.16) in the period 1950-1959 conducted on eleven countries aimed at calculating the correlation coefficients between education and per capita gross domestic product, and concluded that there is a correlation between the education sector and per capita GDP.

5- A study (Mukherjee and Chakraborty, 2010) examined the relationship between economic growth and human development in 28 major Indian states during four time periods ranging from the past two decades: 1983, 1993, 1999-00 and 2004-2005. To build the human development index for Indian countries, the aim of this study is to find out the effect of per capita income (as an indicator of economic growth) on human development and that there is a difference between rural and urban in achieving human development, the human development index for rural and urban areas is built separately for each of the states. The result shows that the per capita income does not translate into the individual's well-being but rather the growing influence of other variables in determining the HD's achievements for the state.

METHODOLOGY

In an attempt to test the research hypothesis, an applied study was conducted using descriptive analysis and quantification according to the experimental method for the period (2000-2016) for five selected Arab countries (Jordan, Arab Republic of Egypt, Kingdom of Saudi Arabia, Bahrain) which are the countries that have been available.

The importance of the research comes from the search on a very important topic, which is:

1- In terms of economic development, it expands options for human resources in particular and individuals in general.

2- The investment in human capital is one of the most important factors that affect economic development.

DEFINITION OF HUMAN DEVELOPMENT

The concept of human development is an evolving one to previous development concepts, which considered that investing in improving human capabilities to contribute to economic development is no less important than investing in material capital, but disagreeing from these concepts its what makes individuals focus on the development and participantion, bringing people back into their place.

The correct thing in the development process, after several decades has passed, was the focus in which capital accumulation increased production and wealth, and the growth of national income as a measure of economic development, focusing on the benefits of society members from the fruits of economic growth in a more equitable way.

The United Nations Development Program (UNDP) adopted this concept, where it seemed by issuing an annual report since the early nineties that explains the dimensions of human development, and reviews their conditions in the countries of the world and its various regions, building a guide to compare the conditions of human development called the Human Development Index (HDI) (Najafi, Al Dama, 2001, p.26).

Human development is the knowledge, skills, capabilities, attributes, and various characteristics inherent in individuals that are related to economic activity. Also, not only focuses on the knowledge and skills that individuals possess but on the wealth, attributes and characteristics they possess. It is a set of skills, capabilities and experiences that the individual acquires, and enables him to participate in economic life and gain income, which can be improved through investment in education, health care, training and other forms of human capital (Abu Al-Ezz, 2010, p.3).

Human development is also called the stock of knowledge, skill, experience and ability to invent, and it can be acquired at all stages of life, but the ability of a person to acquire knowledge varies from one stage to another of his life years, and is affected by the health and psychological status, educational level and environment in which he lives (interview Al-Alawneh, 2016, p.339).

The highest rates of human development in society have become a driving force for progress. Al-Raqi (Interview, Al-Alawneh, previous source, p.338).

RELATIONSHIP BETWEEN ECONOMIC DEVELOPMENT AND HUMAN DEVELOPMENT

The relationship between what is known as human development and economic development is a two-way relationship, as each of them is reflected negatively and positively on the other, that economic growth takes place through improving human capabilities, and achieving the desired growth reflected in human development as it expands options in front of human resources in particular for individuals in general (Mukherjee and CHkraborty, 2010, p.3).

Investing in human capital is one of the most important factors that affect economic growth in the national economy or society. The formation of human capital does not depend only on education and training, but also on the amount of health and social services that work on building and maintaining human capital, as health and education are the main factors determining the composition of growth in production and exports. The higher the level of education achieved by the workforce, the greater the total productivity, because the more educated are the ones most likely to innovate and thus affect the overall productivity. Education also affects the growth of per capita income through vinegar. For the reduction of population growth, and the equitable distribution of income leads to increased demand for better nutrition education and thus increase overall productivity and increase economic growth (Beine, Giading and Olaniyn, 2014, p.19).

The links between economic growth and human development depend on

1- Accumulation of human capital through investments in health, education and training skills.

2- Opportunities for individuals to contribute to economic development.

A- From economic growth to human development:

Many studies have shown that economic growth is a necessary condition for human development, even if it is not a sufficient condition to achieve them. Also, it has shown that the fairness of distribution or (equity) is one of the requirements of human development and is not a stumbling block to economic growth, but rather that it is greatly enhanced by, on the other hand, the improvement in Income distribution may be at risk of stopping, and from there it may hinder the path of human development, or be stalled if society does not maintain the economic momentum, and if it enhances its ability to economic growth.

The Human Development Report for 1996 explained that there is no automatic link between economic growth and human development, but this link Formed by a Policies and design, and they can reinforce each other, because economic growth will effectively and quickly enhance human development, and the role of government policies in this regard should be based on improving its nature (structure) and the quality of economic growth, as well as working to increase its pace in some Al-Dawul (Najafi and al-Da`ma, previous source, p.12)

B- From human development to economic growth:

Good education and health are intrinsic value to the well-being of people, and they are closely linked. Education helps improve good health and the latter contributes to better education. Moreover, education contributes to increased economic growth, raises the incomes of the poor, and improvements in health generate economic returns.

This two-way link between human development and economic growth contains an integral link, as it is strengthened.

Good human development and economic growth, which in turn drives human development forward.

The synergy between the different aspects of human development is also important, as improving health and education requires relevant interventions in school enrollment, health care, nutrition, water and sanitation, and many of these synergies are based on effectiveness and fairness, when the poor have a political ability protected by civil and political rights, they can To be more effective in pushing for policies that create social and economic opportunities (Rains, 2000, p.7).

The success or failure of economic growth is closely related to how the economy integrates with the scientific markets, as some forms of globalization help to produce economic growth, but some of them do not help in this, because success or failure are less related to the primary income of the country than they are to the structure of its exports with the exception of countries that pass through a stage Transitional and that oil-exporting (Najafi and al-Da`ma, previous source, p.15).

The role of the education sector in the economic growth of countries is to prepare the workforce, qualified and skilled manpower with expertise and employment specialists and technicians in order to contribute to a scientific and practical participation that is a catalyst and an engine of economic development (Monteils, 2002, p.47).

The importance of education also comes from bringing the promising community members closer to each other by fine-tuning social behavior, freedom from customs and traditions that stand in the way of economic development, and moving the general national feeling toward general national interests, and on this the education link to the economy is very close and definitely contributes to achieving growth The Economist (Barro, 2009, p.7).

Standard Form Description:

Firstly. Measuring the relationship between economic growth and human development:

Based on previous empirical studies on the relationship between economic growth and human development and based on the previous discussion on the causal relationship between economic growth and human development, we used a form of immediate equations and this model is based on the economic theory of the determinants of the human development indicators guide for the purpose of measuring the relationship between economic growth and human development:

$$Yg = HDI + E/Y + S/Y$$

$$HDI = GDp + \hat{Y}g + Open + INF/Y + GE/Y + S/Y$$

Whereas:

Yg : Gross national product growth rate.

HDI : Human Development Indicators Index (Health, Education, and Life Expectancy) .

E/Y : The ratio of exports to gross national product.

S/Y =The ratio of savings to gross national product.

GDP =Gross national income.

$\hat{Y}g$ = Estimated GDP growth rate .

INF/Y = The ratio of inflation to gross national product.

$Open$ =Degree of commercial openness.

GE/Y = The ratio of government spending to gross national product.

S/Y = The ratio of savings to gross national product.

The model proposed above has been diagnosed with a diagnostic test (*) (Identification) and it has been found that the model is an overhead diagnosis and accordingly we will use the Tow Stag Least Square method for the purpose of solving the immediate equations model of our research as it gives the best unbiased linear estimates (Koutsoyiannis). , 1977, p.384-385).

1- Local inflation rate (INF): the annual change rate in the implicit reducer of the GDP Implicit, which clarifies the rate of change of local prices in the economy as a whole. In local currency as well, with the product of division divided by 100.

2- The degree of commercial openness (Open) is the sum of exports and imports of the country for goods and services at constant prices measured in US dollars divided by GDP, multiplying the divide by 100.

3- Government spending (GE) The amount of government spending as a proportion of gross domestic product.

Secondly. Behavior of form variables:

The first equation:

The expected impact of human development on economic growth:

We expect human development to have a positive impact on economic growth in the Arab countries, whose national product volume and level of per capita income increase, and a lesser impact on Arab countries whose national product volume and per capita income decrease.

The second equation:

- Human Development:

We expect that economic growth will have an impact on human development in the Arab countries, as the human development index is a measure of the capabilities and education of individuals, and it is known that the health and education of individuals and their income increases the volume of productivity.

Estimated GDP growth rate

We expect the gross national product to have a positive impact on human development, and this depends on the nature of the Arab countries that meet the preconditions for continued growth, namely low inflation and interest rates and their stability.

- Economic openness:

We expect that the economic openness will have a positive impact on human development in the Arab countries.

Inflation rate of gross national product:

We expect inflation to have a negative impact on human development in Arab countries where the price level is high, due to the instability of economic policy.

Ratio of government spending to gross national product:

We expect that there will be two effects of government spending on human development. The first is a direct impact on human development in Arab countries where government spending is directed towards health and education and a negative impact in countries where government spending is directed towards other purposes.

Ratio of saving to gross national product

We expect that the impact of local savings on human development will be a direct impact, as local savings lead to increased investment and production, job creation, increased productivity and per capita income, and thus an increase in the human development index, especially for oil states.

Implementing the proposed model for a sample of Arab countries for the period (2000-2016).

The model was applied to a sample of Arab countries, namely (Jordan, Saudi Arabia, Bahrain, Algeria, and Egypt) using the statistical analysis model for the economic growth equation and the human development index indicators equation and by the two-stage small squares method to show the relationship between economic growth and human development. As in the table (1) the following: Table (1)

Results of estimating the human development equation using (S. L. 2. S) Method in the sample countries during the period 2000-2016.

Jordan:

EG	a0	HDI	SR	EX	F	R2	D.W			
	3.17 (1.52)	0.0248 (2.27)	– 0.183 (-1.06)	0.144 (0.90)	0.67	11.9	1.83			
HDI	**a0**	**GDP**	$\hat{Y}g$	**Open**	**INF**	**GE**	**SR**	**F**	**R2**	**D.W**
	1233– (-1.77)	153 (3.74)	16.5 (0.84)	1.18 (0.22)	7.62 (1.44)	7. 1 (0.55)	– 11.2 (-1.78)	4.03	65.5	2.50

Saudi:

Yg	a_0	HDI	SR	EX	F	R2	D.W			
	2.83 (1.50)	– 0.00146 (-2.93)	0.102 (1.38)	– 0.0473 (- 0.83)	3.00	36.3	2.23			
HDI	a_0	GDP	$\hat{Y}g$	Open	INF	GE	SR	F	R2	D.W
	47 (0.02)	– 7.8 (- 0.83)	– 683 (- 3.08)	– 13.6 (- 2.43)	0.54 (0.11)	33.7 (2.52)	61.0 (6.55)	6.923	88.5	0.90

Bahrain:

Yg	a_0	HDI	SR	EX	F	R2	D.W			
	11.3 (1.80)	0.0003 (3.41)	– 0.243 (- 1.59)	– 0.0115 (- 0.13)	2.15	29.3	2.12			
HDI	a_0	GDP	$\hat{Y}g$	Open	INF	GE	SR	F	R2	D.W
	-32127 (- 2.77)	477 (2.64)	2928 (2.53)	15.2 (0.93)	-21.0 (- 1.84)	– 66.6 (- 1.94)	702 (2.55)	8.03	77.5	2.87

Algeria:

Yg	a_0	HDI	SR	EX	F	R2	D.W			
	– 7.81 (3.61)	0.0123 (1.24)	0.277 (3.00)	0.212 (3.22)	7.02	74.0	1.50			
HDI	a_0	GDP	$\hat{Y}g$	Open	INF	GE	SR	F	R2	D.W
	– 2144 (- 0.92)	3.5 (3.25)	– 10.2 (0.80)	– 2.5 (- 0.13)	4.23 (1.05)	42.6 (1.06)	– 4.3 (- 0.20)	1.52	65.1	2.50

Egypt:

Yg	a_0	HDI	SR	EX	F	R2	D.W			
	1.52 (0.33)	0.00154– (2.40)	0.263 (1.34)	– 0.0217 (- 0.22)	0.61	15.9	1.71			
HDI	a_0	GDP	$\hat{Y}g$	Open	INF	GE	SR	F	R2	D.W
	2332 (2.52)	– 4.32 (- 0.64)	– 721 (- 6.49)	– 10.7 (- 1.74)	– 0.79 (- 0.17)	– 2.39 (- 0.22)	178 (6.83)	30.94	91.3	1.85

Table (1) shows the results of estimating the equation of the gross national product growth rate and the method of the regular least squares (OLS) and the human development equation by means of the two-stage least squares method (2. SL S). We notice from Table (1) that the first equation is the equation of the gross national product growth rate It is noted that the positive impact of the Human Development Index on the rate of growth in this equation appeared in Jordan, Bahrain and Egypt at the level of moral 5%, that the indication of the variable of human development indicators correspond to the operative of the economic theory that the investment in human development indicators leads to an increase in the rate of output growth.

The production processes in these countries rely on qualified labor and trained more than a reliance on cutting-edge technologies and technological capital and be a productive style labor-intensive. Also, the notable and continuous improvements in the education and health sector as well as previous and current investments in this sector. However, the effect was positive and unimportant in Saudi Arabia and Algeria.

As for the second equation, the formula for determining the indicators of human development indicators by applying the method (2. SL S) for the period 2000-2016 that the effect of gross national product was significant and positive on human development at the level of significance of 5% in Jordan, Saudi Arabia, Algeria and Bahrain, and this is consistent with the operative of economic theory. That is, whenever the gross national product is represented in raising the growth rates, it will lead to an improvement in human development indicators. The results also show that the impact of the gross national product on human development is not significant in Egypt.

The estimates presented in Table (1) also showed that the effect of the estimated gross national product growth rate has a positive effect on human development at a level of 5% in Saudi Arabia and Bahrain, as these are among the oil countries that have witnessed stability in economic growth rates and are the countries with high incomes (High income from oil exports) This is due to the varied nature of its economy and to relatively privatization programs, as well as the impact of the estimated growth rate on human development is positive despite its lack of significance in Jordan and Algeria, and this means that there is a large role and influencing the rate of growth of the gross national product on Human development in some Arab countries, and the estimated growth rate showed a negative moral impact on human development in Egypt at a moral level of 5%, and this is due to the deterioration of the terms of trade as a result of the decrease in the prices of primary commodities, in addition to the restrictions imposed on foreign trade in Egypt .

The estimates shown in table (1) also showed that trade openness showed a negative moral at the level of moral 5% in Egypt and Saudi Arabia, and this is because trade openness in these countries was not a major determinant of human development in these countries because it will lead to increased imports and thus discouraging local industry. In addition to these countries depend on the export sector, as the decline in oil prices during that period led to internal imbalances that led to budget deficits, as estimates show that trade openness appeared negatively

Significant in Algeria, just as estimates showed that the effect was significant in Jordan and Bahrain.

The estimates mentioned in Table (1) also indicate that the rate of inflation appeared significantly negative at the level of significance of 5% in Bahrain, and this is consistent with the operative of economic theory, that is, whenever the rate of inflation increases, it leads to a decrease in human development indicators, and despite its lack of significance, the signal appeared negative in Egypt. The effect was not significant in Jordan, Saudi Arabia, and Algeria

The estimates presented in the above table also showed the ratio of government spending to gross national product at both a moral and negative level of 5% in Bahrain, and this is consistent with the operative of the economic theory that the increase in government spending leads to a decrease in human development indicators because this spending is not directed towards human development But for other purposes, however, that effect was not significant negative in Morocco and Egypt, and the estimates provided in the above table indicate that the ratio of government spending to gross national product has shown positive morale in Saudi Arabia and this means that government spending in these countries does not satisfy the Ie, it is unable to fill the requirements of the country's need of infrastructure spending. Non-significant estimates also appeared in Jordan and Algeria.

From the note of Table (1), it was found that the ratio of saving to gross national product appeared with a positive moral effect on the Human Development Indicators Index at the level of significance of 5% in Bahrain, Saudi Arabia, and Egypt, and this can be due to the large development programs adopted by these countries, which Its financing is not commensurate with the available savings, which led to an increase in the need for foreign direct investment to reach the target growth rate due to the weakness of its production devices, the low efficiency of its investments, the low efficiency of operation in it, the increase in the size of the population, and

the low rates of capital accumulation and savings as a result of the low income The ineffectiveness of its fiscal and monetary policy despite an increase in the proportion of savings, as estimates show that the proportion

Savings have a negative moral effect on the human development indicators index in Jordan at a 5% level of significance because the benefits achieved by the private sector are offset by a deficit in the state budget, i.e. the government borrows family sector savings through banks and spends them as running expenses, so low savings will lead to a decrease in investment in evidence Human development indicators, as it appeared unimportant in Algeria.

The estimates provided in Table 1 also indicate that the independent variables used in the model explain 65.5% of the changes in human development indicators in Jordan, 77.5% in Bahrain, 91.3% in Egypt, 88.5% in Saudi Arabia and 65.1% in Algeria and this It means that there is a small percentage of changes that occur in human development indicators, which these independent variables cannot explain, and we can refer some of them to political instability, fluctuations in weather conditions, deterioration in the terms of trade and restrictions imposed by some Arab countries. These variables were not able to be studied by the researcher and included in the estimated model due to the lack of necessary data about them.

CONCLUSIONS

The research included analyzing the relationship between economic development and human development index indicators for the sample countries. Through the descriptive and analytical study, the research reached the most important conclusions that are summarized as follows:

The research showed a direct, reciprocal relationship between economic growth and the human development indicators index in most Arab countries, meaning that increasing the index of human development indicators leads to an increase in the real gross national product, and an increase in the real gross national product results in an increase in the human development indicators index.

The results in the first equation showed the equation for the gross national product growth rate, the positive effect of the human development indicators index on the growth rate in Jordan, Bahrain, and Egypt at a 5% level of significance.

The results in the second equation show the determinants of the human development indicators index, that the effect of gross national product was significant and positive on the human development indicators index at a 5% level of significance in Jordan, Algeria, Saudi Arabia and Bahrain, and an unimportant appearance appeared in Egypt.

It was found that the effect of the estimated gross national product growth rate was significant and positive on the human development indicators index at the level of significance of 5% in Saudi Arabia and Bahrain, and showed no significant in Jordan and Algeria, and a negative moral in Egypt.

The results showed that the effect of commercial openness was significant and negative on the index of human development indicators at the level of significance of 5% in Saudi Arabia and Egypt, and an unimportant appearance in Jordan, Algeria and Bahrain.

The results of the standard analysis showed that the inflation rate was negative and significant on the indicators of the human development index in Bahrain and this is consistent with the operative of economic theory, and a negative negative emerged in Egypt, and a non-significant positive in Jordan, Saudi Arabia and Algeria.

The estimates showed that the coefficient of the volume of government spending was moral and negative in Bahrain, and appeared morally and positively in Saudi Arabia, and positive morale in Bahrain, Saudi Arabia and Egypt.

The estimates are indications that the effect of saving was significant and positive on the indicators of the Human Development Index in Bahrain, Saudi Arabia and Egypt, but the effect was positive despite its lack of significance in Algeria, and it appeared morally and negatively in Jordan.

There are challenges facing the development of human capital, such as the education system, poverty rates, illiteracy, unemployment rates, and the emigration of palm capital to the country.

The percentage of Arab countries, especially Saudi Arabia and Bahrain, increased within the human development index, and this is due to the narrowing gap between human development and economic growth as a result of interest in health, education and ownership of resources, which reflects positively on the levels of human development in social and humanitarian terms and the reason for this increase is due to the export of oil. The increase in gross national product is not of interest unless it is accompanied by employment of these resources.

Continue to increase spending on education at different levels and to prioritize spending on primary, secondary, and higher education, also opening more colleges and expanding in this field for both sexes and directing higher education specialization toward the job market to reduce external employment.

Rethink training policies, and this helps in correcting imbalances between supply and demand for work, by developing and training skills that are appropriate to the needs of the labor market.

Direct studies towards research into the nature of the relationship between economic growth and human development with its components (education, health and income).

Pay attention to the qualitative aspects of health, education, cognitive skills, encouraging innovations, improving levels of justice in distributing the productivity of the human element and improving the value of the indicator.

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Imperative Sentences in swearing of Bengkulu-Malay Language

Oraciones imperativas en el lenguaje obsceno del idioma bengkulu-malayo

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ABSTRACT

Swearing is the harsh words, that is expressed by humans to show their anger, resentment or disappointment. The research method was descriptive qualitative. The Data was the swear expressed by the informant speakers. The collecting data used the referring method and introspection method with tapping technique using record with the technique tools recorded on the data card. The data analysis used the equivalent and distribution method. The result of the research showed from eleven swearing imperative sentences, there were eight swearing imperative sentences that contained commands, there were two swearing imperative sentences that contained requests, and one swearing imperative sentence that contained an invitation.

Keywords: Bengkulu-malay language, imperative sentence, swear.

RESUMEN

Jurar son palabras duras, que los humanos expresan para mostrar su enojo, resentimiento o decepción. El método de investigación fue descriptivo cualitativo. Los datos fueron los juramentos expresados por los oradores informantes. Los datos recopilados utilizaron el método de referencia y el método de introspección con la técnica de tapping utilizando el registro con las herramientas técnicas registradas en la tarjeta de datos. El análisis de datos utilizó el método equivalente y de distribución. El resultado de la investigación mostró once oraciones imperativas de juramento, donde ocho de ellas eran oraciones que contenían órdenes a ejecutar, dos oraciones contenían solicitudes, y la última oración era una invitación.

Palabras clave: Lenguaje bengkulu-malay, maldecir, oraciones imperativas.

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INTRODUCTION

It cannot be denied that the importance of the role of the language in human life is that language carries social functions as a means of communication. The success of cultural transformation today is inseparable from the role of language. However, it is also realized that language is not just a communication tool but language is a system (Lubis, 2011, p.2). The system means some sequences starting from sounds, phonemes, morphemes, words, and sentences, and all of which have their own rules. The existing rules then become construction as a form.

The concept of the form referred to in this study is the structure of language that forms a speech act. Because when we are talking about sentences, sentences can be distinguished in two kinds of ways. The first method is differentiation based on the form as single sentence and compound sentences, while the second method is differentiation based on its communicative values.

The understanding of sentences actually has already existed since the traditional grammar arose. Traditionally, sentences are the utterances that contain complete thoughts which are composed from the elements of the subject and predicate. With the understanding that the subject is about what something is said and predicate is what is said about the subject. According to the researcher, understanding the meaning of the sentence is incomplete on the way above and does not provide a workable understanding in observing speech based on its communicative value. So then the language experts emerged to discuss sentences from different points of view.

Imperative sentences according to Ramlan (1987, p.45-47) is a sentence that expects a response in the form of certain actions from the person who is invited to speak (the hearer). Imperative sentences can be marked with the exclamation mark (!) and followed by the particle of -lah in its predicates. According to Ramlan (1987), imperative sentences can be divided into four groups based on its structure, they are: 1) imperative sentence itself, 2) permission sentences, 3) invitation sentences, and 4) prohibition sentence. With the example as below.

"Tertawalah engkau sepuas-puasnya!" 'Laugh at your heart's content!'

"Silakan Bapak duduk di sini!" 'Please, you sit here!'

"Ayo, kita pergi ke kampus sekarang!" 'Let's go to campus now!'

"Jangan ganggu adikmu lagi!" 'Don't disturb your sister anymore!'

Ramlan (1987) used the terms of imperative sentences with the definition of expecting the responses in a form of certain action from the hearer can be called as its characteristic of the sentence based on its function in the relationship of situation (communicative values). The term situation which is used is one of the markers of context entities in reviewing and examining a language phenomenon that is considered necessary. The extralingual dimensions of language must be involved in reviewing and interpreting a linguistic entity especially related to the study of swearing.

The sentence contains commands can be also called as the imperative sentence according to Alwi et al. (2003, p.337). The sentence contains commands is used to express the utterance that needs the reaction of the participant. The form of reaction is in the physical action to do certain things, ended with the exclamation mark (!) or full stop (.). The characteristics of the command sentences are: 1) the limitation in the sentence that its predicate is only in a form of verb; 2) the subject of the sentence is the second person (singular/plural), and also in a form of the first plural inclusive person (we); 3) the subject not always exist; 4) with the transitive verb; 5) the verb with the affix me- can not be used; 6) to soften the utterances, it can be inserted the particle of -lah after the verb and it can be added with the words *coba, tolong, silakan* (please) before the verb, or *mari* (let) before the first plural inclusive person. The command sentence has the form of denial sentence that stated with the addition of the word *jangan* (don't). Unfortunately Alwi et al. (2003) do not divide the command sentence into several parts, only states that the command sentence is an imperative sentence.

In Bengkulu-Malay language (hereinafter abbreviated as bMB), Basuki (2003, p.118-119) divides the types of sentences into affirmative sentences, question sentences, and command sentences (order). The command

or imperative sentence states the existence of order and is marked with the exclamation mark (!). The examples below are to clarify the command or imperative sentences.

"*Tiduk* donga di siko!" 'Sleep here your older brother!'

Basuki (2003) used the verb *tiduk* 'sleep' as an example of the command sentence and the characteristic of the imperative sentence used is the existence of an exclamation mark (!), but it is not further explained about the command sentence or the imperative sentences.

The other bMB study is Supadi (2015, p.115) who divides the types of sentences into more types, namely affirmative sentences, question sentences, command sentences, invitation sentences, prohibited sentences, active sentences, and passive sentences. The command sentences or imperative sentences are explained as the sentences that expect a response in the form of an action from the person whom invited to speak. The examples to clarify the statements as below: "Ambiklah minuman iko!" 'Take this drink!'.

The example given by Supadi (2015) showed that the command or imperative sentences expect a response in a form of action, using the verb *ambik* 'take', the existence of the exclamation mark(!), and using the clitic -lah as the decisiveness in bMB (The analysis of clitic -lah in swearing of bMB can be seen on Rustinar (2017, p.178).

According to Rahardi (2005, p.71-86) Indonesian sentences are understood as a series of words arranged regularly based on its certain rules of formation. Each word in the sequence has its own meaning and the sequence of words determines the type of sentence. Based on the form the sentence is divided into two, namely: 1) single sentence and 2) compound sentences. Whereas based on its communicative values there are five, namely: 1) affirmative sentence (declarative), 2) command sentence (imperative), 3) question sentence (interrogative), 4) exclamation sentence (exclamation), and 5) decisive sentence (empathic).

The command sentence or imperative sentence according to Rahardi (2005.79-80) contains the intention of orders, requests, and invitations from the opponent to do something the speaker wants.The imperative sentences in Indonesian language can be divided into five types, they are: 1) the ordinary imperative sentence, 2) the requesting imperative sentence, 3) the permitting imperative sentence, 4) the inviting imperative sentence, 5) the ordering imperative sentence.

The ordinary imperative sentence has the characteristics such as: 1) high intonation, 2) supported by the base form of the verb, 3) has the decisiveness particle of -lah. The imperative sentences in this type are considered as the roughest imperative. The example as below: "Diam! Hansip tahu apa." 'Shut up! A security like you only knows nothing'

Context: The utterance was spoken by the policeman who hostiled to the security in a crowd of neighborhood. Among the security and the policeman disagreed to each other about the incident that happened there.

The requesting imperative sentence is the imperative sentence with the softest level of command. The requesting imperative sentence is completed by the attitude of the speaker which is humbler than the speaker for the ordinary imperative sentence.The requesting imperative sentence is marked with the used of politeness marker, such as: *tolong, coba, harap, mohon* (please) and the other expression such as *sudilah kiranya* (may I*), dapatkah seandainya* (if only*), diminta dengan hormat* (asked respectfully)*,* and *dimohon dengan sangat* (very requested*).* The example can be seen in the sentences below.

"Kalau boleh, nanti malam saya mau berangkat lagi ke Jakarta! Besok sore aku harus bertemu Tatang di Bekasi." 'If it's possible, tonight I will go again to Jakarta! Tomorrow afternoon, I must meet with Tatang in Bekasi'

Context: The utterance was spoken by a Father who has an occupation as a businessman in Jakarta when he visited his wife and children in Yogyakarta.

The permitting imperative sentences is an imperative sentence which is aimed to give the permission, and it is marked with the politeness markers, such as: *silakan* (please)*, biarlah* (let)*,* and some other expressions that has a meaning as please, they are: *diperkenankan* (allowed to), *dipersilahkan* (welcomed), and *diizinkan* (permitted to). To clarify the explanation, the researcher provided some examples as below:

"Mas-mas....Ambillah makanan itu, seberapapun kau suka!" 'Hey good boy, take that food as much as you want!'

Context: the utterance was spoken by the generous man to the starving scavenger that was at the moment, he was given a lot of food by the generous man at his house. This generous man was famous for his kindness to help the poor people.

The inviting imperative sentence is usually used with the politeness markers, such as: *ayo/yo, biar* (let's), *coba* (let's try), *mari* (come on), *harap* (please), *hendaknya* (you should), and *hendaklah* (you must). The example below is to clarify the statement.

"Vendi….Coba kita geser dulu meja ini! Kursinya kamu angkat dulu!" 'Vendi, let's try to move aside this table first! Lift this chair, please!'

Context: The utterance was spoken by a mother to her children. They set their dining room in their house.

The ordering imperative sentence usually is used with the politeness markers, such as: *ayo, biar (let's), coba* (let's try), *mari* (come on), *harap* (please), *hendaknya* (you should), *hendaklah* (you must) *mohon* (please), *silakan* (please), *and tolong* (please). As the example below.

"Bu….Hendaknya obat ini diminum sesuai aturan! Yang ini antibiotik dan harus habis semua." 'Madam, you should eat this drug according to the rules! These are antibiotics and all must be used up.'

Context: the utterance was spoken by the pharmacist. When she had to inform the rules of the drugs.

The swear of bMB based on its communicative values according to the researcher included in the ordinary imperative sentences with the markers attached to it. The reason why the researcher stated this theory was because the concept of the imperative sentences contained the intention of orders, requests, and invitations to the hearer to do something as intended by the speaker and this was the concept of the imperative sentence according to Rahardi (2005, p.79-80).

The swearing imperative sentence of bMB that contains the command aimed to give the comands to the hearer. In this sentence, the speaker wants the hearer doing the command that is intended inside the utterance.The requesting imperative sentence is spoken in order to make the hearer doing the certain thing according to the verb which exist in the sentence.And the inviting imperative sentence is aimed to invite the hearer to do something.

The swearing imperative sentence of bMB has the intention of ordering, requesting, and inviting harshly due to the existence of swear within the sentence itself. According to Rustinar (2017, p.177) the concept of swearing in bMB stated that the swears or curses of bMB is the harsh words, swearing or cursing that is spoken to release the anger, hatred, or disappointment. The example as below.

"*Mati beranaklah* kau!." 'You will die when you deliver your baby!'

The form of *mati beranaklah* is the swear that means to curse the subject of second singular pronoun *kau* (you), it is clearly explained with the particle of –lah that is attached to the predicate to give the pressure and it also has the exclamation mark (!) as the imperative mark.

Swearing according to Ljung (2011:8) are words that are not liked by most people because their function is to express emotions as a form of hatred, frustration, or obscenity. Expert namely Dynel (2012:27) also stated that swearing words tend to be considered as rude because the swearing word contains harsh words, swearing, and cursing.

The lingual unit that realizes the imperativity of a sentence can be seen in several forms of marks or it can be called as its characteristic. According to Dajajsudarma (2016:31) the imperative marks in a written form can be marked with the used of full stop (.), exclamation mark (!), or question mark (?). This type is also marked with the particle of –lah.

Based on the backgrounds above, so the problem that is going to be explained in this study is: what is the swearing imperative sentence of bMB and how many kinds of mark used in the swearing imperative sentence of bMB.

METHODS

The method of this research was descriptive qualitative (Djajasudarma and Citraresmana, 2016, p.1) with the research data were swearing words originating from the informants of bMB speakers. Data collection used the refer method and the introspection method. The refer method was done by the tapping technique using the recording tool and the recording technique was done on the data cards which were provided, then proceed to the next step of classifying or grouping (Mahsun, 2014, p.92-93). The implementation of these two techniques was not absolutely sequential or flexible. Introspection method was a method of providing data by utilizing the intuition of the language of the researcher as a mother tongue that used the theory of (Mahsun, 2014, p.102-104). The introspection method was in the form of linguistic decisions originating from the native speakers, who have the linguistic competence of the target language in order to check the validity of the data of informant, if there was any doubtful data, it would be quickly recognized based on the language intuition that the researcher has. The researcher used the introspection method to create sentences by giving the context of the forms (Djajasudarma&Citraresmana, 2016, p.214).

The researcher analyzed the data by using the referring method that was to connect the concept and the distribution method in order to entry the sentence that accorded to the example. The use of the method was intended to find out the clarity of the information provided or obtained, and to check the correctness of the imperative sentence of bMB, the researcher used paraphrasing techniques or techniques of changing form into swearing sentences not imperative sentence (Djajasudarma, 2016, p.58-65).

RESULT AND DISCUSSION

The result of the research showed that there were eleven numbers of swearing imperative sentence of bMB. The lingual unit that realized the imperativity of the sentence that was connected to the context of the situation in the conversation was in its background or in its communicative value. The data of the research as below.

Data 1
Conversation:

O2:"Woy, ***bundung*!** Apo lokak kau duduk sorang cak iko, lemak kito pai jalan-jalan" 'Eh, **bundung!** Why do you sit here lonely, let's go with us walking around'

Context: The participants were best friends. O1 smoked and drank a cup of coffee in the stall. The participant O2 came and invited him to walk around.

Data 2
Conversation:

O1:"Hidupkanla dulu ledeng tu angko idak bolak-balik! kelak dulu nyuci motor tu **burik**!" 'Turn on the water pump first and don't go back and forth! Finish your washing motorcycle activity first **burik!'**

Context: The O1 participant cooked some food in the kitchen. The O2 participant went back and forth to take some water from the bathroom to the yard to wash the motorcycle. The participant O1 felt annoyed to see it then the participant O1 ordered the O2 to open the water tap so they would not be running out of water.

Data 3
Conversation:

O1: "O2, ngapo kau nengok-nengok?" 'O2, why do you look at me like that?'

O2 : "Idak, ambo cuma nengok ajo" 'No, I just look at the surroundings'

O1: "Pai kau **bab**i dari siko!" 'Get out you fucking pig from here!'

Context: The participant O1 planned to spent his time in the computer-cafe, but the place was full so he sat on the corner of the entrance door. O1 took his cigarette from his pocket while waiting for the place. O1 felt annoyed due to the O2 activity.

Data 4

Conversation:

O2:"Mangkonyo pelan-pelan.Wey, ambo **pirik nian** kau ko kelak!" 'You must eat the meatball slowly and carefully! Oh, I will pinch you so hard!'

Context: The participants O1 and O2 ate their meatballs. The O1 participant was angry when O2 nudged the soya sauce bottle not in purposely. O1 ordered O2 to walk slowly and carefully.

Data 5

Conversation:

O2: "Balikkan duit ambo! Minjam dak bebalik dasar ***anjing*** kau!" 'Give me back my money! You borrow my money without giving it back, you fucking dog!'

Context: The O1 participant was playing game when O2 came and calling him to pay the loan. The O1 firstly did not hear it because he put on his headset. And after a longer time, O2 called O1 again and O1 finally could hear it.

Data 6

Conversation:

O1: "Kau ko idak dengar kecekan. Ambik piring bentar **klera**!" 'You don't hear my command. Take the plate now **klera**!'

Context: The participant O1 was frying the chips. The participant O2 just came home from playing outside. O1 ordered O2 to take the plate but O1 did it very slowly.

Data 7

Conversation:

O1: "Woy, tolong belikan rokok!" 'Hey, buy me a box of cigarettes, please!'

O2: "Belila sorang woy" 'Buy it by yourself'

O1:"Way, lah melawan nian kau **pantek**, belikan dikit rokok!" 'How dare you don't want to do it **pantek,** buy for me now!'

Context: The participant O1 played game while O2 was sitting calmly and playing his phone. O1 ordered O2 to buy O1 cigarettes, but O2 did not want to do it. O2 asked O1 to buy it by himself.

Data 8

Conversation:

O1: "Iyak, orang ko jualan, bukan Bak kau yang punyo pasarko. Orang ko cari piti. Kau ko **idak beutak!"** 'Oh my gosh, I want to go to work (selling in the market), this market doesn't belong to your father. Everyone is earning the money. You have no brain!'

Context: The participant O1 wanted to park his motorcycle but he could not get off from his motorcycle since the motorcycle of O2 blocked the way. O1 ordered O2 to move backward but O2 responded that O2 wanted to stay there a while for waiting for his friend.

Data 9

Conversation.:

O1: “Ledeng! Matikan **Lolo**! Iko **bengak-bengak nian! didik**!” ‘The water tap! Turn off the water tap first, Lolo! How dumb you are! Didik!

Context: The participant O1 was busy to wash the dishes and filled the buckets with the water from the bathroom to the kitchen in 3 meters distances. O1 ordered O2 who just got into the bathroom to turn off the water tap because all of the buckets had been full with water. O1 called O2 for many times, but O2 could not hear it so it made O1 was in anger.

Data 10

Conversation:

O3: “Malam kelak ndak ambo pancing bae ikan Wak ko” (Tonight, I will steal your fish)

O1: “**Uncang kelepir kau,** mancing-mancing bae.**” ‘You’re uncang kelepir,** Don't steal, you may fish them’

Context: All of the participants were in the same neighborhood. O2 and O3 stopped by O1 who was looking at his fish pond behing his home which fish had already been so big. O3 told a joke that they (O2 and O3) would steal his fish tonight. O1 felt annoyed then he ordered them only to take the fish but they were not allowed to steal it.

Data 11

Conversation:

O2: “Main apo nian kau ko. Kalah trus cak tino ajo. **Dasar banci kau** tu. Pailah balik bae!” ‘What game do you play in. You always lose. You're a fucking sissy. Go back to your home!’

O1: “**Palak bak kau!**” ‘Your father's fucking head!’

Context: The participant 01 was playing a game when O2 came to the computer cafe to look at the play of O1. O2 mocked to O1 who always lose then it made O1 felt annoyed and ordered O2 to go home.

The swearing imperative sentence of bMB containthe intention of ordering, requesting, and inviting the hearer to do the certain things that the speaker wants harshly because of the existence of the swear words in the sentence and moreover its characteristic is insisting. The data of swears could be seen as below.

(1) “Woy, ***bundung*!** Apo lokak kau duduk sorang cak iko, lemak kito pai jalan-jalan.” ‘Eh, **bundung!** Why do you sit here lonely, let's go with us walking around’
(2) “Hidupkanla dulu ledeng tu angko idak bolak-balik! kelak dulu nyuci motor tu **burik**!” ‘Turn on the water pump first and don't go back and forth! Finish your washing motorcycle activity first **burik!’**
(3) Pai kau **bab**i dari siko!” ‘Get out you fucking pig from here!’
(4) “Mangkonyo pelan-pelan. Wey, ambo **pirik nian** kau ko kelak!” ‘You must eat the meatball slowly and carefully! Oh, I will pinch you so hard!'
(5) “Balikkan duit ambo! Minjam dak bebalik **dasar anjing kau**!” ‘Give me back my money! You borrow my money without giving it back, you fucking dog!’
(6) “Kau ko idak dengar kecekan. Ambik piring bentar **klera**!” ‘You don't hear my command. Take the plate now **klera!’**
(7) “Way, lah melawan nian kau **pantek,** belikan dikit rokok!” ‘How dare you don't want to do it **pantek,** buy for me now!’
(8) “Iyak, orang ko jualan, bukan Bak kau yang punyo pasarko. Orang ko cari piti. Kau **idak beutak!”** ’Oh my gosh, I want to go to work (selling in the market), this market doesn't belong to your father. Everyone is earning the money. You have no brain!’
(9) “Ledeng! Matikan **lolo!** Iko **bengak-bengak nian! didik**!” ‘The water tap! Turn off the water tap first, Lolo! How dumb you are! Didik!

(10) "**Uncang kelepir kau,** mancing-mancing bae.**" 'You're uncang kelepir,** don't steal, you may fish them'
(11) "Main apo nian kau ko. Kalah trus cak tino ajo. **Dasar banci** kau tu. Pailah balik bae!" 'What game do you play in. You always lose. You're a fucking sissy. Go back to your home!'

Checking the validity of the swearing imperative sentence of bMB can be used the paraphrashing or the changing forms method to be the swearing sentence not the imperative one. The example on utterance contained swear on data number (1) with the paraphrashing method could be changed into (1)a. to clarity it.

(1) Woy, ***bundung*****!** Apo lokak kau duduk sorang cak iko, lemak kito pai jalan-jalan." 'Eh, **bundung!** Why do you sit here lonely, let's go with us walking around'

(1) a. 'O1 Participant invited O2 (*bundung***)** who was drinking a cup of coffee and smoked in the stall to go with him walking around'

The swearing of bMB based on the communicative values belonged to the ordinary imperative sentence (hereinafter the researcher called it as the swearing imperative sentence of bMB). This imperative sentence is used to express the utterance that needs the reaction of the hearer to do something physically. The swearing imperative activity of the speaker orders the hearer to do the certain things in the command.

The swearing imperative sentence of bMB based on data could be grouped into three, namely: (1) the swearing imperative sentences contain the intention to command; 2) the swearing imperative sentences contain the intention of requesting; 3) the swearing imperative sentences contain the intention of inviting.

The swearing imperative sentence contains ordering is a swearing sentence that gives a command to the hearer to do certain things that is desired by the speaker. The requested reaction is in a form of action. It could be found in eight data of the swearing imperative sentence, they were in: (2), (3), (6), (7), (8), (9), (10), and (11).

On (2) the O1 participant cooked in the kitchen and O2 went back and forth to take water from the bathroom to the yard to wash the motorcycle. O1 was annoyed to see what O2 had done so O1 ordered O2 to open the bathroom water tap so that he could use the water hose. The swearing imperative sentence contained the command used was:

(2) "Hidupkanla dulu ledeng tu angko idak bolak-balik! kelak dulu nyuci motor tu **burik**!" 'Turn on the water pump first and don't go back and forth! Finish your washing motorcycle activity first **burik!'**

On (3) the O1 participant planned to play games at the computer cafe but the place was full so they sat at the corner of the entrance. O1 took out a cigarette from a shirt pocket waiting for someone to finish playing. O1 felt unhappy at O2 and asked. The answer from O2 that contained a command made the O1 got away. The swearing imperative sentence that contained the command used was:

(3) "Pai kau **bab**i dari siko!" 'Get out you fucking pig from here!'

On (6) the O1 participant were frying the chips when O2 just returned from the outside. O1 ordered O2 to get the plate to put the chips in but O1 slowly took it. The swearing imperative sentence that contained the command used was:

(6) "Kau ko idak dengar kecekan, ambik piring bentar **klera**!" 'You don't hear my command. Take the plate now **klera!'**

On (7) the O1 participant played games while O2 sat calmly playing his handphone. O1 ordered O2 to buy

cigarettes but O2 was lazy and told O1 to buy it himself.The swearing imperative sentence that contained the command used was:

(7) ”Way, lah melawan nian kau **pantek,** belikan dikit rokok!” ‘How dare you don't want to do it **pantek,** buy for me now!’

On (8) the O1 participant wanted to park the motorcycle but it couldn't because the O2 motorcycle blocked it. O1 ordered O2 to move backward but he answered that he wanted to stay there for a while because he was waiting for his friend.The swearing imperative sentence that contained the command used was:

(8) “Iyak, orang ko jualan, bukan Bak kau yang punyo pasarko. Orang ko cari piti, kau **idak beutak!”** ’Oh my gosh, I want to go to work (selling in the market), this market doesn't belong to your father. Everyone is earning the money. You have no brain!’

On (9) the O1 participant was busy to wash the dishes while filling the buckets with the water by using the water hose from the bathroom to the kitchen that was on three meters in distance. O1 ordered O2 who was in the bathroom to turn the water tap off because all of the buckets had been full. O2 called O1 many times but O1 did not hear it.The swearing imperative sentence that contained the command used was:

(9) “Ledeng! Matikan **Lolo**! Iko **bengak-bengak nian!didik**!” ‘The water tap! Turn off the water tap first, Lolo! How dumb you are! Didik!

On (10) all of the participants were in the same neighborhood. O2 and O3 stopped by O1 who was looking at his fish pond behind his home which fish had already been so big. O3 told a joke that they (O2 and O3) would steal his fish tonight. O1 felt annoyed then he ordered them only to take the fish but they were not allowed to steal it. The swearing imperative sentence that contained the command used was :

(10) “**Uncang kelepir kau,** mancing-mancing bae.**”’**You’re **uncang kelepir,** don't steal, you may fish them’

On (11) the O1 participant was playinga game when O2 came to the computer cafe, he looked at the play of O1. The participant O2 mocked at O1 who played so bad and ordered O2 to go home. The swearing imperative sentence that contained the command used was:

(11) “Main apo nian kau ko. Kalah trus cak tino ajo. **Dasar banci** kau tu. Pailah balik bae!” ‘What game do you play in. You always lose. You're a fucking sissy. Go back to your home!’

The swearing imperative sentence contains requesting is the imperative that has the intention to request with the aim to make the hearer doing something or taking the certain attitude according to the swear in the sentence. There were two imperative sentences contained requesting. They were in (4) and (5). It could be seen on the data below. On (4) O1 and O2 participants were mothers and children eating meatballs. The O2 participant accidentally nudged the soy sauce bottle and it almost fell. The O1 participant ordered O2 to be more careful. The swearing imperative sentence that contained the requests used was :

(4) ”Mangkonyo pelan-pelan. Wey, ambo **pirik nian** kau ko kelak!” ‘You must eat the meatball slowly and carefully! Oh, I will pinch you so hard!'

The O1 participant was playing game when O2 came and calling him to pay the loan. The O1 firstly did not hear it because he put on his headset. And after a longer time, O2 called O1 again and O1 finally could hear it. The swearing imperative sentence that contained the requests used was:

(5) "Balikkan duit ambo! Minjam dak bebalik dasar ***anjing*** kau!" 'Give me back my money! You borrow my money without giving it back, you fucking dog!'

The swearing imperative sentence of bMB contains invitation was the inviting imperative sentence. This sentence is aimed to invite the hearer to do certain thing. There was one data of swearing imperative sentence contained invitation that was on (1) to clarify the statement.

On (1), both of the participants were good friend. The O1 participant was smoking and drinking a cup of coffee in the stall. That day was a very sunny day. The O2 participant came and looked at O1 who sat casually then he invited O1 to walk around, but O1 refused it.

(1) "Woy, ***bundung*!** Apo lokak kau duduk sorang cak iko, lemak kito pai jalan-jalan." 'Eh, **bundung!** Why do you sit here lonely, let's go with us walking around'

The participant who used the swearing imperative sentence of bMB with the intention to command, request, or invite used the clear form of swear in order to make the desired purpose can be understood and done well by the hearer. The shorter the utterance that contains swear then the meaning will be more violent. The form of swear that used the base word could be found on (1) **bundung**, (2) **burik**, (3) **bab**i, (5) **anjing**, (6) **klera**, (7) **pantek.** On (4) it used the phrase of **pirik nian** and on (8) used the phrase of **idak beutak** and (11) **dasar banci.** The form of swear on (9) was the combination of the base word and the repetition, the base form was **Lolo**!, **didik**!" and the repetition form was **bengak-bengak nian**!. The clause forms were on (10) **Uncang kelepir kau** and (11) **Palak bak kau.**

The lingual unit that realized the imperativity of the swearing sentences of bMB also could be found on several marks, they were: the mark of swearing in imperative sentences of bMB that were ended with the exclamation mark (!) could be found on data (2), (3), (4), (5), (6), (7), (8), (9), and (11). The data below were to clarify the statement.

(2) "Hidupkanla dulu ledeng tu angko idak bolak-balik! kelak dulu nyuci motor tu **burik**!" 'Turn on the water pump first and don't go back and forth! Finish your washing motorcycle activity first **burik!'**

(3) "Pai kau **bab**i dari siko!". 'Get out you fucking pig from here!'

(4) "Mangkonyo pelan-pelan. Wey, ambo **pirik nian** kau ko kelak!" 'You must eat the meatball slowly and carefully! Oh, I will pinch you so hard!'

(5) "Balikkan duit ambo! Minjam dak bebalik dasar **anjing** kau!" 'Give me back my money! You borrow my money without giving it back, you fucking dog!'

(6) "Kau ko idak dengar kecekan. Ambik piring bentar **klera**!" 'You don't hear my command. Take the plate now **klera**!'

(7) "Way, lah melawan nian kau **pantek,** belikan dikit rokok!" 'How dare you don't want to do it **pantek,** buy for me now!'

(8) "Iyak, orang ko jualan, bukan Bak kau yang punyo pasarko. Orang ko cari piti. Kau **idak beutak!" '**Oh my gosh, I want to go to work (selling in the market), this market doesn't belong to your father. Everyone is earning the money. You have no brain!'

(9) "Ledeng! Matikan **Lolo**! Iko **bengak-bengak nian!didik**!" 'The water tap! Turn off the water tap first, Lolo! How dumb you are! Didik!'

(11) “Main apo nian kau ko. Kalah trus cak tino ajo. **Dasar banci** kau tu. Pailah balik bae!” ‘What game do you play in. You always lose. You're a fucking sissy. Go back to your home!’

The mark of swearing in imperative sentences of bMB that were ended with the full stop (.) could be found on data (1) and (10).

(1) “Woy, ***bundung*!** Apo lokak kau duduk sorang cak iko, lemak kito pai jalan-jalan.” ‘Eh, **bundung!** Why do you sit here lonely, let's go with us walking around’
(10) “**Uncang kelepir kau,** mancing-mancing bae.**” ‘You’re uncang kelepir,** Don't steal, you may fish them’

The mark of swearing in imperative sentences of bMB that was followed by the particle of -lah on its predicate to give the pressure could be found on data (2).

(1) “Hidupkanla dulu ledeng tu angko idak bolak-balik! kelak dulu nyuci motor tu **burik**!” ‘Turn on the water pump first and don't go back and forth! Finish your washing motorcycle activity first **burik!’**

The used of the second personal pronoun of *kau* ‘engkau’ *(you)* referred to the hearer that was as the object of the command. The order of the swearing imperatif sentence was the second personal pronoun that was followed by the swear words as the subject of the sentence. It could be seen on data (3), (7), and (8).

(3) “Pai **kau babi** dari siko!” ‘Get out you fucking pig from here!’

(7) “Way, lah melawan nian **kau pantek,** belikan dikit rokok!” ‘How dare you don't want to do it **pantek,** buy for me now!’

(8) “Iyak, orang ko jualan, bukan Bak kau yang punyo pasarko. Orang ko cari piti. **Kau idak beutak!”** ’Oh my gosh, I want to go to work (selling in the market), this market doesn't belong to your father. Everyone is earning the money. You have no brain!’

The used of the second personal pronoun could also be reversed from the data above that was the swear words followed by the second personal pronoun. There were on data (4), (5), (10), and (11).

(4) “Mangkonyo pelan-pelan. Wey, ambo **pirik nian kau** ko kelak!” ‘You must eat the meatball slowly and carefully! Oh, I will pinch you so hard!'

(5) “Balikkan duit ambo! Minjam dak bebalik dasar **anjing** kau!” ‘Give me back my money! You borrow my money without giving it back, you fucking dog!’

(10) “**Uncang kelepir kau,** mancing-mancing bae.**” ‘You’re uncang kelepir,** Don't steal, you may fish them’ **‘You’re uncang kelepir,** Don't steal, you may fish them’

(11) “Main apo nian kau ko. Kalah trus cak tino ajo. **Dasar banci kau** tu. Pailah balik bae!” ‘What game do you play in. You always lose. You're a fucking sissy. Go back to your home!’

The swearing imperative sentences of bMB to mention the swear object could be replaced by the form of the swear itself. It could be seen on data (1), (2), (6), and (9)

(1) “Woy, **bundung**! Apo lokak kau duduk sorang cak iko, lemak kito pai jalan-jalan” ‘Eh, **bundung!** Why do you sit here lonely, let's go with us walking around’

(2) “Hidupkanlah dulu ledeng tu angko idak bolak-balik! kelak dulu nyuci motor tu **burik**!” ‘Turn on the water pump first and don't go back and forth! Finish your washing motorcycle activity first **burik!’**

(6) “Kau ko idak dengar kecekan. Ambik piring bentar **klera**!” ‘You don't hear my command. Take the plate now **klera**!’

(9) “Ledeng! Matikan **Lolo**! Iko **bengak-bengak nian! didik**!” ‘The water tap! Turn off the water tap first, Lolo! How dumb you are! Didik!’

CONCLUSION

The swearing sentence of bMB based on its communicative values belongs to the imperative sentence with the attached marks inside. The swearing imperative sentence of bMB was divided into three, they were: the imperative sentence contained command, request, and invitation to do something to fulfill the desire of the speaker. The swearing imperative sentence that contained command was an activity to give the command to the hearer. The swearing imperative sentence contained request in order to make the hearer doing something or taking the certain attitude according to the verb in the sentence. In addition, the swearing imperative sentence contained the invitation that was the speaker invited the hearer to do something.

The classifications of those eleven sentences of swearing imperative in bMB were eight sentences contained command; two sentences contained requests, and one sentence contained invitation.

Having five markers of the swearing imperative sentence in bMB, they were: 1) ended with the exclamation mark (!); 2) ended with the full stop; 3) followed by the particle of -lah in its predicate to give the pressure; 4) the used of the second personal pronoun then followed by the swear words as the subject of the sentence or vice versa; 5) The mention of swear objects could be replaced by the form of the swear itself.

The swear phenomena among the society will still exist with the various reasons and it is possible to have more on its frequency. The frequency of the swear used should be fewer than the language that is full of politeness. Tawaran Pranowo (2012) stated thatthe rules of the politeness in the language must be begun to be realized as the opinion given by Hendriyan (2015) who stated that the sign of a nation that is going to be in the brink of destruction is the use of the words and the worsening of the language or the impoliteness of the language.

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The Sacred Ngider Bhuana Dance in Pengebek ceremony at Banyuning village, Buleleng district, Bali

Danza sagrada Ngider Bhuana de la ceremonia Pengebek en la villa Banyuning, distrito Buleleng, Bali

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ABSTRACT

Judging from the preparation, implementation and closing of the Pengebek ceremony, it seems full of the education character values for Hindus. This research was conducted to know for sure about the education character values contained both potential and actual in the process of Ngider Bhuana Dance related to Pengebek Ceremony,.This type of research is qualitative, using a phenomenological approach and symbolic interaction. The data was collected by observation, in-depth interviews, documentation and triangulation. The participants was selected by purposive sampling and the data analysis used content analysis, domains, taxonomics, components, life history, and centralized group discussions.

Keywords: Ngider Bhuana Dance, Pengebek ceremony, perspective.

RESUMEN

A juzgar por la preparación, implementación y cierre de la ceremonia de Pengebek, parece estar lleno de valores de carácter educativo para los hindúes. Se realizó esta investigación para saber con certeza acerca de los valores del carácter educativo contenidos tanto potenciales como reales en el proceso de la Danza Ngider Bhuana relacionada con la Ceremonia Pengebek. Este tipo de investigación es cualitativa, utilizando un enfoque fenomenológico e interacción simbólica. Los datos fueron recolectados por observación, entrevistas en profundidad, documentación y triangulación. Los participantes fueron seleccionados por muestreo intencional y el análisis de datos utilizó análisis de contenido, dominios, taxonomía, componentes, historia de vida y discusiones grupales centralizadas.

Palabras clave: Ceremonia Pengebek, danza Ngider Bhuana, perspectiva.

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INTRODUCTION

There are interesting, intriguing, classic phenomena, containing local genious values that appear as traditional and conventional things. However, it may contains great eternal values, because they are preserved by indigenous Hindu supporting villages. This phenomenon is the performance of a "Pengider Bhuana Dance", which is associated with the Pujawali Ceremony, in Suci Kahyangan Tiga Temples, namely: Desa Temple, Segara Temple and Dalem Purwa Temple.

This sacred dance appears to have deep and high philosophical, aesthetic and ritual values according to Hinduism. Related to the education view today (4.0 era) and based on the preliminary research, it has the education character values that can be developed both potential and actual and can develop 16 values of national education character, such as: religiosity, hard work, discipline, responsibility, cooperation, honesty, tolerance, creative, independent, curiosity, respect for achievement, friendship, love in peace, care for social and environment, nationalism, and democratic. This is what encourages researchers to prove this, so that research is carried out in more depth.

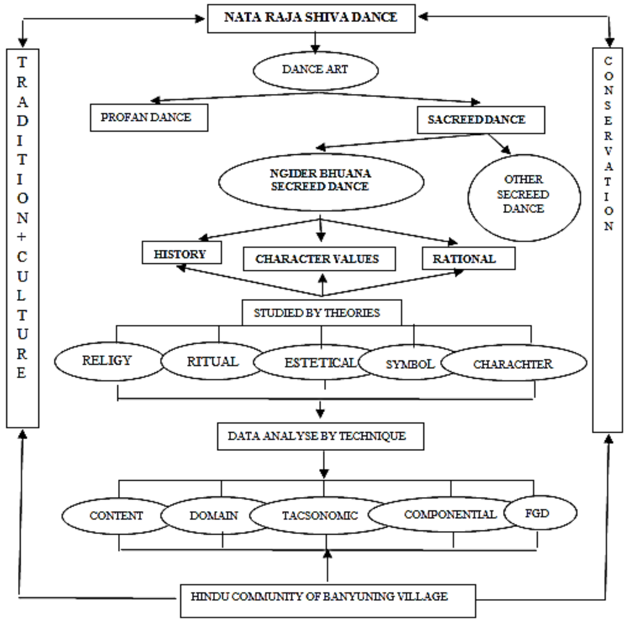
Based on the exposure of background above, the research objectives can be formulated as follows: (1) Knowing the history of Sacred Ngider Bhuana Dance, (2) Knowing the types of educational values that can be developed from the Sacred Ngider Bhuana Dance? And (3) Knowing the reason (rational) that the sacred dance contains education character values that are still preserved up to day. The benefits of this study are knowing the history, there will be an appreciation of cultural values, traditional values, customs and education. By knowing the education character values contained in a unique and classic phenomenon, it will produce an effort to preserve it. Another benefit is the increasing of philosophical knowledge, aesthetic and ritual aspects of cultural, religious and educational phenomena.

The theories used to examine this problem were: (1) Theory of Religion Evolution (tylor, 1917), (2) Ritual System Theory (Tunner, 1981), Aesthetic Theory (Allshop, (1977), Character Education Theory (RI Ministry of Education , 2014) and Symbol Theory (Geertz, 1983).

METHODOLOGY

This type of research is qualitative or naturalistic with a phenomenological approach which means understanding the meaning of a phenomenon by inserting into the conceptual world of research subjects (Arifin, 1994), and symbolic interactions, meaning that objects, people, situations and events do not have their own meaning but are symbolic by people who interact in it. (Muhadjir, 2009). The data was collected through participant observation, in-depth interviews, documentation and triangulation. (Lincoln and Guba, 1985). The participants were selected by purposive snow ball sampling meaning determining the sample members in a rolling manner according to the research objectives to the saturation stage. (Sugiono, 2012). The data analysis used content, domain, taxonomy, compounding, life history, and focus group discussion (FGD). (Bungin, 2003).

The Qualitative Research Model of Sacreed *Ngider Bhuana* Dance in Pengebek Ceremony at Traditional Banyuning Village.



DISCUSSION

Pasek participants, et al (2019) explained that the history of Sacred Ngider Bhuana Dance performance was inspired by Adi Parwa in Mahabharata Book (Subramaniam, 2004), Kurma Purana and Matsya Purana (Bebek and Dipavali Debroy, 2001) which told the gods and Asura (the giants) must cooperate in stirring the vast sea of milk (ksirarnava) to obtain the holy life water(amertha) using Mount Mandara as a stirring stick. The two Naga brothers were Naga Ananta Bhoga breaks the base of Mount Mandara which brought to the middle of the sea, and to rotate the Mount Mandara Naga, Basuki was used as a rope to turn it around.

The Naga Basuki is an accessory of the Deva Shiva which is wrapped around His neck. To erect the mountain, Deva Vishnu was manifested to be a cosmic giant turtle (Bhadawang Nala / Kurma avatara) as the base of Mount Mandara. Other personifications of deva Vishnu sit on top of the mountain, so that the mountain stayed upright when rotated to the right or left. A group of Asuras (giants) held the head part of Naga Basuki and the Devas held parts of His tail. When the Mount Mandara rotation in the sea of milk, it was witnessed by the Main Deva in Hinduism namely: Deva Brahma, Deva Vishnu and Deva Shiva (Mahadeva).

The first rotation of Mount Mandara produced poison, which could kill all living things. On the omission of the Deva Shiva, he swallowed the poison, but Devi Parvati quickly held back by the affection so that the poison was not swallowed, and it was only in the neck of the Deva Shiva which caused her neck to be blackish blue called Nila Kantha. From this story, he held Shiva Nila Kantha. The rotation of mount Mandara to stir up the vast and deep sea of milk then finally released weapons for the Devas. Tri Sula's weapon was for Shiva Deva, Chakra weapon was for Deva Vishnu, Gada weapon was for Brahma Deva and weapons were for other devas. Furthermore, he scooted again, took out the vehicles of devas, such as the bull vehicle belonged to Deva Shiva, the Garuda bird vehicle was the Deva Vishnu, the Swan bird vehicle was the Brahma Deva, Gajah Airavata was the Deva Indra, and so on were for the other Devas.

The next mountain rotation issued the Kalpavriksa or Kalpataru Tree, a tree that can fulfill all kinds of desires of living things. In addition, it was also issued Sura (God of wine makers), Apasara (angels),

Uccaishrava (rides of the gods), Kostuba (the most precious gem in the world), Kamadenu (mother of all mothers of cows that are sources of milk), Maha Laksmi (Deva Vishnu Magic), Danvantari (Queen of the treatment of the universe) etc. Finally a "Amertha" jug came out of the stirring of the sea of milk and was first obtained by a giant kaun. The gods were jealous of it, so there was a war between the Asuras and the devas.

Thus, the wise of Vishnu transformed himself into a dancer woman who was very charming, beautiful, charming and willing to mediate conflicts between the two named Dewi Mohoni, Dewi Mohini was finally believed to hold the amertha to share fairly. If the Asura was given amertha, they would be immortal and would be misused to destroy the Gods and the universe with all its contents. Thus, by the wisdom of Deva Vishnu, he transformed himself into Goddess Mohini. Then, the false amertha was given to the Asuras and the original amertha was given to the Gods. There was an asura called Sang Kala Rawu which was transformed into a god, however, he was finally known by Chandra god and reported to Dewi Mohini so that she did not get amertha. The Kala Rahu finally remained hostile until now with Dewa Chandra. The philosophical values inspiration, aesthetics and rituals about the story of Mount Mandara rotation above was finally created a sacred Ngider Bhuana dance to welcome the coming of the holy life water (amertha) down to the world.

No one knows about the time this sacred dance was created because its age is too old, a hereditary tradition, culture and custom inheritance which is full of local genious values. Dance movements, dance formations and instruments that accompany this dance are adjusted to the spirit or soul of the story of Mount Mandara rotation to meet Amertha, which is believed by the people of Adat Banyuning village to bring peace, prosperity and happiness.

Based on the results of the analysis: content, domain, taxonomy, compounding, life history, and focus group discussion (FGD) which starting from preparing, carrying out and the influence toward dancers, musicians, traditional village residents who organize and spectators, there is a forming education character values process, such as: (1) Religiosity: forming attitudes and behaviors that obey religious teachings, improving the faith of people through the performance of the art of Sacred Ngider Bhuana Dance.

There are philosophical values learning, namely to maintain the life of humans must fight and compete based on truth (as done by the Gods) to pursue ideals and must be close to God to be granted Amertha. There are learning ethical and aesthetic values, that to build and create something must have rules and contain art so as not to clash with each other.

There are ritual equipment called upakara which contain religious values. These three things in Hinduism are called the Three Basic Frameworks that must exist. (2) honest: The story of this dance teaches the values of honesty or the characteristics of maturity, The honest people having the character of god will shared an Amertha by Dewi Mohini. The consistent between thoughts, words, and actions, which are the realization of the teachings of Tri Kaya Parisuddha in Hinduism. (3) Tolerance: this sacred dance performance teaches about high tolerance, because to obatain the amertha, the Asuras and the Gods have to cooperate, respect each other, so that the process of mount mandara rotation can be done well.

To get a division of Amertha, the Asuras must have the attributes of God first or must change into a God. If this can be achieved, attitudes and actions that respect differences in religion, ethnicity, ethnicity, opinions and actions of other people who are different from themselves are easy problems and can be formed automatically. (4) Discipline: Actions that show orderly and obedient behavior in various provisions and regulations must exist, because preparation and implementation of a dance performance that is sacred is impossible.

Discipline is part of hard work, part of tenacity, part of achieving success. Discipline is part of the attributes of Dewa (Daiwi Sampad). (5) Hard Work: struggling and practicing to create sacred dance performances involves many personalities, without showing off wages, a sincere offering is a hard work as an integral part of the character of Hindus. (6) Creative: keep thinking and doing something to produce a creation, this case is a work of art that can be offered to God, Hindus and passed down to the younger generation, is a noble creativity that needs to be motivated, appreciated and facilitated. (7) Independent: This art creation can foster attitudes and behaviors that are not easily dependent on others in completing tasks, both for dancers, art

managers, art lovers and the younger generation of Hindus as a whole can be encouraged through the examples of success performance. (8) Democratic: seen from the way of thinking, acting, and acting that assesses the rights and obligations of himself and others in the sacred ngider bhuana dance, both in managing and evaluating their success, there are democratization values that underlie education character. (9) Curiosity: Attitudes and actions that always strive to know more deeply and extensively from what they learn that are seen and heard are very developed in this sacred Ngider Bhuana dance performance, because many young Hindus ask questions about philosophical, ethical / aesthetics and rituals. (10) Nationalism: The way of thinking, saying and acting is very concerned with Godhead, humanity, nationality and state above their personal and group interests. (11) Love of the Motherland: a way of thinking, saying and acting more concerned with the nation, country, birthplace, customary village above personal interests. (12) Appreciating Achievement: The creation and staging of successful sacred dance gives rise to attitudes and actions that encourage him to produce something useful for the community, and recognize, and respect the success of others. (13) Friendly: a strong, cohesive and mutually supportive traditional village union helps bring out friendly attitudes and behaviors which is popular among traditional villages in Bali is "as small as a whole sabayantaka" means the same boat, arms and responsiblities. Moreover, whose name is the Pujawali Pengebek ceremony, in which there is a Sacred Ngider Bhuana dance, the value of education character develops friendship and brotherhood very high. (14) Love in peace: to implement a program in a traditional village or in Pekraman Banyuning village, it is included in preserving the sacred Ngider Bhuana dance art selogan, first: "Mutual nurture and mutual care" means adapting to one another, guiding and loving one another. Second slogan: "Jele melah gumi gelah" means: Good or bad village area is a common property that must be perfected. Both of these traditional villages are very educational and characterize the young generation to love peace. (15) Loving Reading: The performance of Sacred Ngider Bhuana dance seems to display a mystical phenomenon, inviting many questions that must be answered and speakers in the Banyuning Customary Village cannot reveal the mystery behind the phenomenon and unable to give satisfactory answers, especially from their philosophical aspects. This led to the creativity of seeking as much as possible and as deeply as possible through the activities of reading various sources, both those in the Purana Village of Banyuning, the Regional Library of Bali in the Regency of Buleleng, namely Gedong Kirtya. Some young generations have finally grown their interest in reading, because they are driven by curiosity about the meaning behind the phenomenon. (16) Environmental Care: the vision and mission of the performance of the sacred Ngider Bhuana dance whose inspiration from the story of Mount Mandara rotation in the vast sea of milk is about nature conservation through the process of continual proliferation of all living things ranging from Gods, Asuras, animals, plants, weapons of the gods and equipment of transportation of ancient people. The meaning of noble education character that is also present in the dance is the process of developing and preserving nature through creative hard work that must be done together among groups of good beings (the Gods) and even evil (the Asuras) for the blessing, guidance and grace from the God of Mercy.

From this process, human creative and productive behavior emerge in the form of natural development and preservation which is very important to be realized. (17) Social Care: The activity of the Banyuning Traditional Village in carrying out the simultaneous Pujawali called Pengebek which is performed by the Sacred Ngider Bhuana dance greatly fosters social care. Attitudes and actions that always want to provide assistance for the success of the Great Religious Work in the Hindu holy place (Pujawali) are very high, accepting and giving ceremony material as an obligatory donation for Pujawali's success, also giving and receiving Balinese traditional clothes to be used to the holy place, so that all citizens can attend the ceremony. (18) Responsibilities: staging the sacred Ngider Bhuana dance, in the context of the Raider Ceremony, educates every citizen to carry out their duties and obligations in a truly, planned and systematic manner in order to achieve success. The education Character values about responsibility are very strong in it. The results

of this work will be accounted for to themselves, traditional village leadership staff, community members and to the Supreme Lord.

Based on the results of the analysis: content, domain, taxonomy, compounding, life history, and focus group discussion (FGD), there were several reasons for the performance of the Sacred Ngider Bhuana Dance that is full of education character values, including: (1) The existence of a deep belief (sraddha) from Hindus that the dance can indeed bring "amertha" (holy life water). The water is indeed miraculous, it can effectively purify people both inward and outwardly. If God wills and gives gifts to someone (not everyone is present), there will be significant changes regarding his mindset, the pattern of his words and patterns of behavior.

Thus, it means that the values of education character will be adopted, internalized and actualized in daily life that accidentally or intentionally comes from the holy life water (amertha). Mythological, the gods have good character and their lifespan is much longer than humans, because the drink is "amertha". On the contrary, Asura (a man with a giant character) has brave, arrogant, quarrelsome, selfish, intolerant, and selfish personality, because he never drinks Amertha's holy water. The Asuras also find it difficult to understand, adopt, internalize and actualize the value of education character that is upheld by virtuous gods and humans. (2) The content of high and noble philosophical values that must be followed.

First, from the results of Mount Mandari rotation in the sea of milk, which was also staged in dance, precisely the first exit was Hala-hala Poison. This describes the beginning of a job is full of obstacles, challenges, disturbances, even pros and cons. At the beginning of life, this is described as poison Hala hala, if Deva Shiva did not swallow, it will result a death risk. Thus, the worship, protection, surrender to God to be saved by God are very important. Secondly, the soul of the Sacred Ngider Bhuana Dance is the rightward turn (purwadaksina) which implies that in human life, it must rotate according to the natural law, namely: birth, life and death (Trikona law), when a baby, human is fully dependent on parents, when human life must take the initiative, try or work based on truth (dharma, right direction). At death, humans must know the way back to the Creator (God Almighty).

Third, this sacred dance is danced by a group of ugliness or giant (Asura) and a group of Goodness (Deities). If it is a currency, there are upper and lower sides, it is always side by side between the good (godly qualities) with the characteristics of selfishness or giant (Asura). These traits attract one another, influence each other, contract with each other, precisely tirtha amertha can only emerge because of the turbulence of the two traits described in the dance to be realized by Hindus.

The agreement between the two traits, witnessed by the God of the Trinity, the three Main Gods (Brahma, Vishnu and Shiva) which emerged from the One and the end were always those who were both protected and won, as in this life. Fourth, as it is danced in this sacred dance, all the necessities of life, food, shelter and transportation tools of the Gods and humans are produced from persistent work and struggle based on the cooperation of God's grace and mercy, so that everything can be realized. These are the values of education character that must be guided by Hindus from time to time through the preservation of this dance. (3) Contains the concept of high Hindu ethics, that the dance teaches how to interact harmoniously between humans and God, humans and humans, and humans with an environment called "Tri Hita Karana". The Hindu Community is taught to be obliged to pray worship God in order to be able to appreciate, be grateful and love the loving Creator.

As a manifestation of the devotion of Hindus to the Creator, each family makes a holy place for worship called "Sanggah Kemulan Taksu" To realize the harmony of human and human interaction, an association called "Desa Adat" must be created as a place to make village rules (awig-awig adat village) to regulate life between humans, so that they are socially ethical. To realize the harmonious interaction between humans and the environment, Hindus are required to hold reforestation, clean the environment, maintain medicinal plants as living dispensaries, flowers as a sari, and vegetables as living granaries. (4) Sacred Ngider Bhuana Dance contains sacred and magical values so that Hindus who believe directly or indirectly influence the level of outer and spiritual purity.

The increased level of chastity causes the ability to leave behind bad qualities to increase, such a dirt in dust which is cleaned with holy water is immediately gone. The ability to distinguish between the bad and the good also increases, like the darkness of the mind in the form of confusion and ignorance are slowly being expelled into tranquility and wisdom. The honesty is also increased, so it is very fun in association.

The ability to behave well is also increased such the strength of a invisible hurricane to change deviations, violations, laziness, opposition and sin are slowly being expelled into polite behavior, can respect and obey social rules. (5) This Sacred Ngider Bhuana Dance, complemented by rituals and ceremony containing supernatural powers, such as: banten pejati (Wiana, 2004) is the realization of a solemn request in order to be granted by the four manifestations of God as Lord Brahma, Isvara, Vishnu , and Mahadewa, banten penebus urip (Sudarsana, 2010) is ceremonial tools as a return of soul or life to a better direction. Segehan Agung (Wijayananda, 2006 and Swarsi, 2003) is a sacred sacrifice to negative bhuta / strength so as not to interfere, obstruct the achievement of goals and for natural harmony.

Tedung is an umbrella to honor the arrival of the Gods and as a protector / guardian of the universe. (https // bali express.jawapos.com, 05-06-2019), bungkah torch is symbolic as a natural processing, light source, ripens all natural elements, cooks food, illuminates the human heart and dark environment (Kekeran, 2018 in hhttps: //fajarbali.com), sangku or kendi is the place to accommodate the drop of tirtha amertha from the process of mount mandara giri rotation which is manifested in Ngider Bhuana Dance (informant Sumitra, et al. 2019), piping thread is a symbol of Naga Bhasuki and Ananta Bhoga that give prosperity which never stopped (Wiana, 2004).

The future fire is a symbol of God Agni as Pastor of Gods who witnessed the art title Sacred Ngider Bhuana Dance (Informant Wirata, et al., 2019), Lingga Maya is Stana God in the form of Yoni Phallus as a symbol of God Shiva and Parvati). Linga symbol of the mountain as the palace of Lord Shiva / Purusha and Maya aspects as an eternal creation of God called Prakerti (informant Karsa et al, 2019).

CONCLUSION

There are four important findings of this qualitative research, such as: (1) The historically of Sacred Ngider Bhuana Dance performance was inspired by the Mahabharata Book of the Adi Parwa Purana Dates and Matsya Purana which told the gods and Asura (the giants) must cooperate in stirring the vast sea of milk (ksirarnava) to obtain the holy life water (amertha) using Mount Mandara as a stirring stick.

The two Naga brothers were Naga Ananta Bhoga breaks the base of Mount Mandara which brought to the middle of the sea, and to rotate the Mount Mandara Naga, Basuki was used as a rope to turn it around.

(2) The education character values contained in the performance of Sacred Ngider Bhuana Dance in the framework of Pujawali Pengebek were: religiosity, honesty, tolerance, discipline, hard work, creative, independent, democratic, curiosity, national spirit, love for the homeland, respect for achievement, friendship, love in peace, love to read, care for the environment, social care, and responsibility.

(3) There were several reasons for the performance of the Sacred Ngider Bhuana Dance why full of education character values, such as: The existence of a deep belief (sraddha) from Hindus that the dance can indeed bring "amertha" (holy life water) that is very multi-functional in human life, contains the concept of the teachings of high Hindu ethics, that the dance teaches about ways to interact harmoniously between humans and God, humans and humans, and humans with an environment called "Tri Hita Karana". Sacred Ngider Bhuana dance contains sacred and magical values so that Hindus who believe directly or indirectly influence the external and spiritual purity.

(4) The Sacred Ngider Bhuana Dance was supplemented by rituals and ceremony containing supernatural powers, such as: banten pejati, Segehan Agung, Tedung, bungkah torch, sangku or jug, pee threads, fire pasepan, and Lingga Maya.

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Customer Satisfaction and Retention and its impact on Turism in Hotel Industry

Satisfacción y retencion del cliente y su impacto en el turismo de la industria hotelera

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ABSTRACT

Taking a case study of tourism as hospitality industry in Lampung Province in Indonesia, we analyze the impact on customer satisfaction and retention. Using Structural Equation Model (SEM), we find that customer relationship management has a significant impact on service quality, customer satisfaction and customer retention. Relying on the findings, we recommend some strategies for the government of Lampung Province, for example: training local people to behave more friendly in welcoming domestic or international tourists, fixing all lodging facilities, creating more souvenirs with Lampung's ornaments and developing management system adopting global changes in technology, communication and trend.

Keywords: Customer relationship management, customer retention, customer satisfaction, hospitality industry, service quality, tourism.

RESUMEN

Tomando un estudio de caso del turismo como industria hotelera en la provincia de Lampung en Indonesia, analizamos el impacto de la satisfacción y retencion del cliente. Usando el modelo de ecuación estructural (SEM), encontramos que la gestión de la relación con el cliente tiene un impacto significativo en la calidad del servicio, la satisfacción y retención del cliente. Basándonos en los hallazgos, recomendamos algunas estrategias para el gobierno de la provincia de Lampung, por ejemplo: capacitar a las personas locales para que se comporten de manera más amigable al dar la bienvenida a turistas nacionales o internacionales, arreglando todas las instalaciones de alojamiento, creando más recuerdos con los adornos de Lampung y desarrollando un sistema de gestión que adopte cambios globales en tecnología, comunicación y tendencias.

Palabras clave: Calidad del servicio, gestión de la relación con el cliente, retención de clientes, satisfacción del cliente, turismo de la industria hotelera.

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INTRODUCTION

Tourism as hospitality industry is related to accommodation, food and beverages, and all interrelated services which are intended to provide the visitors all their needs, including lodging facilities and services of a certain product in the industry. This industry is one of the sectors that supports the economy of Indonesia and its provinces. One of the Indonesia Provinces which build its tourism industry is Lampung. The province has tried to boost its tourism industry by organizing tourism events, such as *Tanjung Setia Festival*[1], *Krakatoa Festival*[2] and *Way Kambas Festival*[3]. Recently, the province has been popular for snorkeling and diving. Both domestic and international tourists from various diving communities have been visiting tourism areas in Lampung such as *Pahawang* island, *Krui* beach, *Kiluan* gulf, *Ringgung* beach, *Kelagian* island, *Balak* island, and *Mahitam* island.

By the end of the year 2016, in Lampung, tourist visiting has increased to 31.78% and new hotels have been built up to 1.78%. Unfortunately, the growing number of tourists and hotels is not followed by the growing number of tourist expenditure and their length of stay, which is only US$ 77 per day and 1,74 day per visit respectively. Therefore, the government of Lampung needs to enhance tourist expenditure and stay during the tourists' visit by, for example, increasing and maintaining their satisfaction.

By taking a case study of tourism industry in Lampung Province in Indonesia, we analyze the antecedent of customer satisfaction and its impact on customer retention. In the analysis, we study both the direct and indirect impacts and overall influence of variables. We also use a structural equation model for confirmatory factor analysis on the relationships between the latent and measured variables which are indicators of common factors.

LITERATURE REVIEW

Customer Retention

Customer retention is defined as customer's commitment towards a company and its offerings for a specific period of time through their repeat purchases and tendency in spreading positive word of mouth among their social circle [1,2]. In order to produce customer retention, the company must keep its customers by providing a great customer experience [3]. As in [4], customer retention can lead significant benefits to companies, i.e. reducing operating cost and increasing revenue by referrals. Thus, companies put customer retention as primary task because the cost of acquiring a new customer is greater than the cost of maintaining a relationship with a current customer [5].

Factors Influencing Customer Retention

Customer retention can be influenced by customer satisfaction [6,7], service quality [8,9] and customer relationship management [10]. Customer satisfaction is defined as the result of a cognitive and affective evaluation, where the standard expectation is compared to the actual perceived performance with disconfirmation paradigm [3,11]. In the comparison, when the performance exceeds the expectation, the result of evaluation will reach satisfaction (positively disconfirming). Conformity expectations and willingness to re-purchase and to recommend can be the attributes of custumer satisfaction [12].

Service quality can be a major factor that causes satisfaction and customer retention [13]. It is connected to customer perceptions and customer expectations and has five dimensions, i.e. tangible, reliability, responsiveness, assurance and empathy [14]. These dimensions are interrelated as in [15] showing that in

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[1] *Tanjung Setia* is a beach with a natural panoramic view and challenging waves for surfing.
[2] *Krakatoa* is a volcanic island situated in Sunda's Strait, between the islands of Java and Sumatra.
[3] *Way Kambas* national park consists of swamp forest and lowland rainforest, covering 1,300 square kilometers. The park is a conservation for endangered Sumatran tigers, Sumatran rhinoceroses and the Sumatran elephants.

tourism service quality, when many costumers were able to pay more for travel services, fewer were willing to do so.

In order to maintain the relationship with the customer for a long time, many companies are investing in customer relationship management. It is a combination of people, process, technology and communication that seeks to understand a company's customers [16]. Tourism industry can take the benefits from this management as a strategy in increasing tourist visits [17].

METHODS

The population were domestic and foreign tourists in Lampung Province. Since the population is dynamic and its nature is diverse (heterogeneous), the population is categorized as infinite. Fig. 1 shows Structural Equation Modeling (SEM) formed from latent variables (i.e. endogenous and exogenous) used in this study. Service quality, customer satisfaction and customer retention act as endogenous variables and customer relationship management as exogenous one.

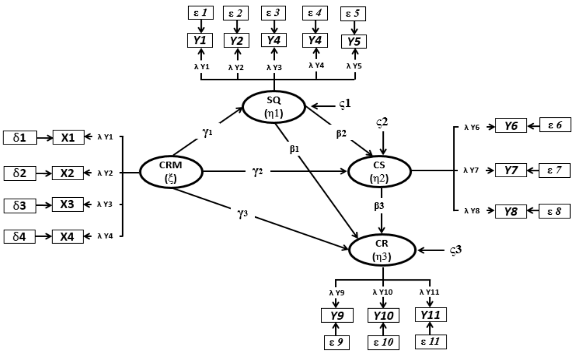


Fig. 1. Structural Equation Modeling (SEM). SQ: Service Quality; CS: Customer Satisfaction; CR: Customer Retention; CRM: Customer Relationship Management; η: latent variable Y (Endogenous variable); ξ: latent variable X (Exogenous variable); γ: the influence of exogenous variables on endogenous variables; β: The influence of endogenous variables on endogenous variables.

Equations (1-3) show SEM 1, 2 and 3 respectively.

$$\eta_1 = \gamma_1\xi + \zeta_1 \quad (1)$$

$$\eta_2 = \gamma_2\xi + \beta_2\eta_1 + \zeta_2 \quad (2)$$

$$\eta_3 = \gamma_3\xi + \beta_1\eta_1 + \beta_3\eta_2 + \zeta_3 \quad (3)$$

RESULTS AND DISCUSSION

Table 1 shows that all construct estimates of latent variables are valid and reliable because their values of Standardized Loading Factor (SLF) > 0.50, Construct Reliability (CR) > 0.70 and Variance Extracted (VE) > 0.50. Therefore, the validity and reliability of the structural equation models are significant.

Table 1. Validity and Reliability Test of Structural Equations

Variables	*SLF≥0.5	Error	*CR≥0.7	*VE≥0.5	Conclusion
Customer Relationship Management (CRM)			0.87	0.64	Reliable
X_1 (People)	0.51	0.49			Valid
X_2 (Process)	0.65	0.35			Valid
X_3 (Technology)	0.75	0.25			Valid
X_4 (Communication)	0.92	0.08			Valid
Service Quality (SQ)			0.93	0.73	Reliable
Y_1 (Tangibles)	0.81	0.19			Valid
Y_2 (Reliability)	0.80	0.20			Valid
Y_3 (Responsiveness)	0.69	0.31			Valid
Y_4 (Assurance)	0.81	0.19			Valid
Y_5 (Empathy)	0.77	0.23			Valid
Customer Satisfaction (CS)			0.95	0.85	Reliable
Y_6 (Conformity Expectations)	0.85	0.15			Valid
Y_7 (Willingness to Re-purchase)	0.82	0.18			Valid
Y_8 (Willingness to Recommend)	0.94	0.06			Valid
Customer Retention (CR)			0,85	0,65	Reliable
Y_9 (Word of Mouth)	0.71	0.29			Valid
Y_{10} (Retention)	0.77	0.23			Valid
Y_{11} (Customer Loyalty)	0.68	0.32			Valid

* *SLF= Standardized Loading Factor; CR= Construct Reliability; VE=Variance Extracted.*

In details, Customer Relationship Management (CRM) variable consists of four indicators, i.e. X_1 (people), X_2 (process), X_3 (technology), and X_4 (communication). In CRM, X_4 has the biggest influence (SLF = 0.92), and X_1 has the smallest influence (SLF = 0.51). Service Quality (SQ) variable consists of five indicators, i.e. Y_1 (tangibles), Y_2 (reliability), Y_3 (responsiveness), Y_4 (assurance) and Y_5 (empathy). In SQ, Y_1 has the biggest influence (SLF = 0.82), and Y_3 has the smallest influence (SLF = 0,69).

Customer Satisfaction (CS) variable consists of three indicators, i.e. Y_6 (conformity expectations), Y_7 (willingness to re-purchase) and Y_8 (willingness to recommend). In CS, Y_8 has the biggest influence (SLF = 0,94), and Y_7 has the smallest influence (SLF = 0,82). Customer Retention (CR) variable consists of three indicators, i.e. Y_9 (word of mouth), Y_{10} (retention), Y_{11} (customer loyalty). In CR, Y_{10} has the biggest influence

(SLF = 0,77), and Y_{11} has the smallest influence (SLF = 0,68).

To construct the exogenous latent variables in CRM, X_1 is measured by variables: X_{11} (hospitality) and X12 (nice welcoming); X_2 by variables: X21 (easy to get souvenirs) and X22 (easy to get transportation); X_3 by variables: X_{31} (friendly website), X_{32} (ticketing via technology) and X33 (interest promotion); and X_4 by variables: X_{41} (advertising), X_{42} (information from local people), and X_{43} (correct information). Fig. 2 shows the result of confimatory factor analysis (2nd order) in CRM.

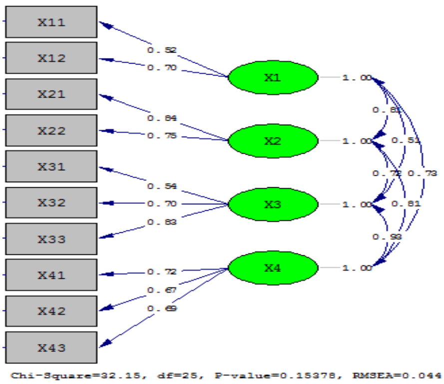


Fig. 2. Confimatory Factor Analysis (2nd order) of the exogenous latent variables in CRM

In constructing the endogenous latent variables in SQ, Y1 is measured by variables: Y_{11} (nice tourist attractions), Y_{12} (comfortable lodging); Y_2 by variables: Y_{21} (good service for tourists) and Y_{22} (good service for lodging); Y_3 by variables: Y_{31} (good response for tourists' attraction), Y_{32} (good response at lodging); Y_4 by variables: Y_{41} (safety environment) and Y_{42} (nice people); Y_5 by variables: Y_{51} (knowing the tourists' attraction) and Y_{52} (knowing the the torurists' lodging). The result of confimatory factor analysis (2nd order) in SQ can be seen in Fig. 3.

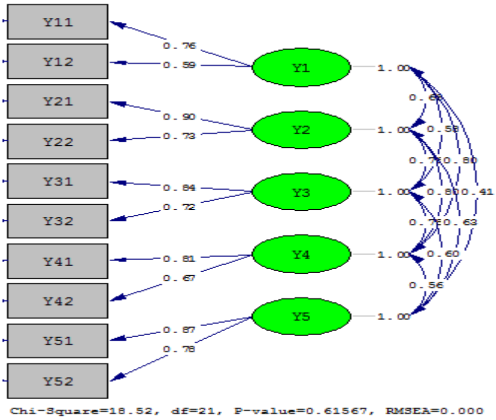


Fig. 3. Confimatory Factor Analysis (2nd order) of the endogenous latent variables in SQ.

For the endogenous latent variables in CS, Y_6 is measured by variables: Y_{61} (completed facility), Y_{62} (good employee performance), Y_{63} (enjoying Lampung product) and Y_{64} (feeling satisfied and visiting again); Y_7 by variables: Y_{71} (excellent souvenirs), Y_{72} (recommending souvenirs), Y_{73} (suggesting souvenir boutiqe); Y_8 by variables: Y_{81} (suggestions for tourists' attraction), Y_{82} (suggestions for lodging) and Y_{83} (recommending destination for vacation). Fig. 4 shows the result of confirmatory factor analysis (2nd order) in CS.

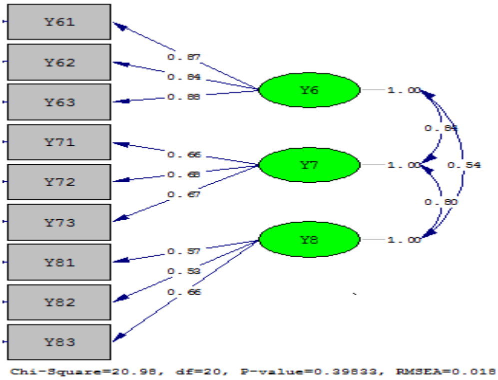


Fig. 4. Confimatory Factor Analysis (2nd order) of the endogenous latent variables in CS.

To construct the endogenous latent variables in CR, Y_9 is measured by variables: Y_{91} (excellent hospitality), Y_{92} (good tourist experience) and Y_{93} (use lodging facility); Y_{10} by variables: Y_{101} (use lodging service), Y_{102} (use tourists' attraction facility), Y_{103} (use tourists attraction service), Y_{104} (satisfied in visiting Lampung); Y_{11} by variables: Y_{111} (buying some souvenirs), Y_{112} (quality in vacation experience) and Y_{113} (satisfied in vacation value). The result of confimatory factor analysis (2nd order) in CR can be seen in Fig. 5.

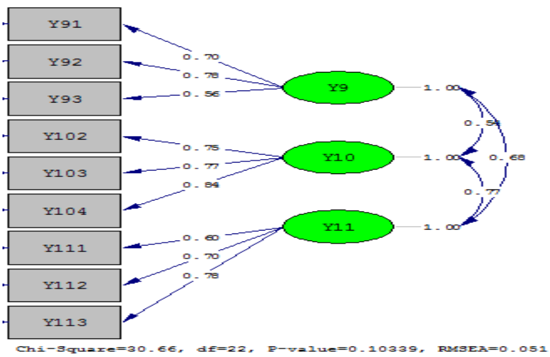


Fig. 5. Confimatory Factor Analysis (2nd order) of the endogenous latent variables in CS.

From the validity and reliability tests, the exogenous latent variables in CRM, and the endogenous latent variables in SQ, CS and CR construct valid and reliable relationship because the values of its SLF is ≥ 0.5, its construct reliability is ≥ 0,7 and its variance extracted is ≥ 0,5. It is observed that only Y_{64} and Y_{101} variables are invalid and reduced.

In structural equation model, we analyses the feasibility of measurement model resulting in the previous Confirmatory Factor Analysis (2nd order). See Fig. 6 for the estimation model of structural equation with coefficient value and Fig. 7 with t-value.

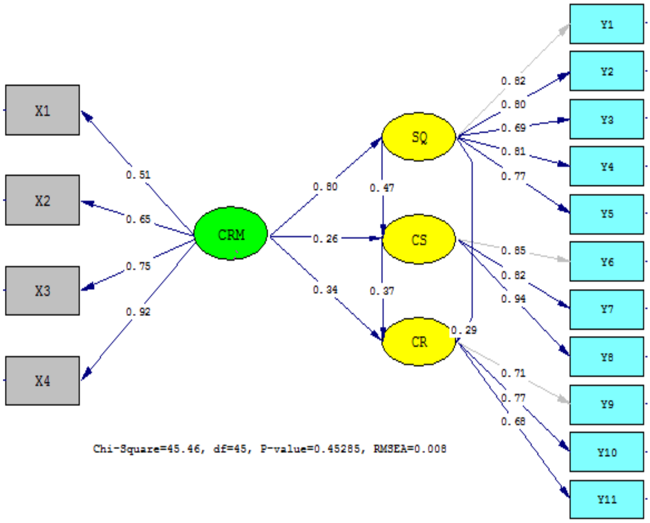


Fig. 6. Estimation of Structural Model with Coefficient Value.

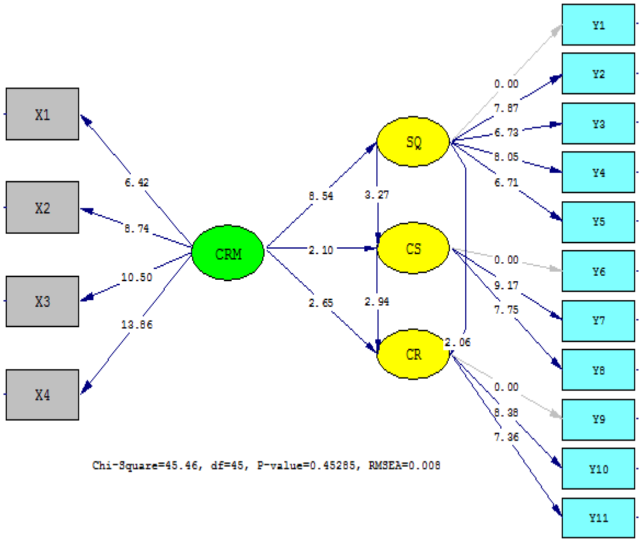


Fig. 7. Estimation of Structural Model with t-value.

The analysis in the estimation of structural models shown in Fig. 6 and Fig. 7, results in the following structural equations.

```
Structural Equations

SQ  =  0.80*CRM, Errorvar.= 0.35,  R² = 0.65
      (0.094)                (0.10)
       8.54                   3.45

CS  =  0.47*SQ + 0.26*CRM, Errorvar.= 0.51,  R² = 0.49
      (0.14)    (0.13)                (0.10)
       3.27      2.10                  5.02

CR  =  0.29*SQ + 0.37*CS + 0.34*CRM, Errorvar.= 0.19,  R² = 0.81
      (0.14)    (0.13)    (0.13)                (0.085)
       2.06      2.94      2.65                  2.25


Reduced Form Equations

SQ  =  0.80*CRM, Errorvar.= 0.35,  R² = 0.65
      (0.094)
       8.54

CS  =  0.64*CRM, Errorvar.= 0.59,  R² = 0.41
      (0.089)
       7.19

CR  =  0.81*CRM, Errorvar.= 0.34,  R² = 0.66
      (0.11)
       7.67
```

Moreover, direct, indirect and total effects of each variable can be observed in Table 2. It shows the existence of indirect effect in order to determine the effect of an exogenous variable on the endogenous variable which is dependent through endogen entervening variable. The result of indirect effect has been accordance with the desired structural model. As an example, CRM has direct and positive influence on SQ, on CS through SQ, and on CR through CS.

Table 2. Direct, Indirect and Total Effects of variables

Hypothesis	**Direct Effect**		**Indirect Effect**		**Total Effect**
	γ	β	$\eta 1$	$\eta 2$	
Effect of CRM to SQ	0.80				0.80
Effect of CRM to CS	0.26		0.38		0.64
Effect of CRM to CR	0.34			0.47	0.81
Effect of SQ to CR		0.29			0.29
Effect of SQ to CS		0.47			0.47
Effect of CS to CR		0.37			0.37

CONCLUSION

Understanding the behavior of the customers especially for their satisfaction provides insights for strategies to attract more customers and create customer retention. We have analyzed the antecedent of customer satisfaction and its impact on customer retention in tourism industry in Lampung, Indonesia. We find that customer relationship management has a significant impact on service quality, customer satisfaction and customer retention. Moreover, the impact of service quality on customer satisfaction and the one of customer satisfaction on customer retention are also significant.

Relying on the findings, we recommend some strategies related to local people hospitality, service responsiveness, and customer interest and customer loyalty. The government of Lampung Province could, e.g. train local people to behave more friendly in welcoming domestic or international tourists, fix all lodging facilities, create more souvenirs with Lampung's ornaments and develop management system adopting global changes in technology, communication and trend.

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Reading, Writing, and Learning Disorders in Dyslexic Patients in Pematang Siantar city

Trastornos de lectura, escritura y aprendizaje en pacientes dislexicos en la ciudad de Pematang Siantar

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ABSTRACT

This paper is about dyslexia patients who cannot read, write, and speak. Developmental dyslexia is innate and due to genetic or hereditary factors. people with dyslexia will carry this disorder for the rest of their lives and cannot be cured. Not only do they have difficulties at reading, they also experience barriers to spell, write, and some other language aspects. However, dyslexic children have normal or even above average levels of intelligence. With special handling, the obstacles they experience can be minimized and acquired dyslexia occur due to interference or changes in the left brain hemisphere.

Keywords: Dyslexic patients, learning disorder, Pematang Siantar, reading, writing.

RESUMEN

Este artículo trata sobre pacientes con dislexia que no saben hablar, leer y escribir. El desarrollo de la dislexia es innato y se debe a factores genéticos o hereditarios. Las personas con dislexia llevarán este trastorno por el resto de sus vidas y no podrán curarse. No solo tienen dificultades para leer, también experimentan barreras para la ortografía, la escritura y algunos otros aspectos del lenguaje. Sin embargo, los niños disléxicos tienen niveles de inteligencia normales o incluso superiores al promedio. Con un manejo especial, los obstáculos que experimentan pueden minimizarse y la dislexia adquirida es debido a la interferencia o los cambios en la lectura del hemisferio izquierdo del cerebro.

Palabras clave: Escritura, lectura, pacientes disléxicos, Pematang Siantar, trastornos del aprendizaje.

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INTRODUCTION

This research is motivated by the presence of children aged 8-10 years who are unable to read and learning difficulties and are often scolded by their parents. This child is often rebuked by his mother by saying "you are stupid, I cannot be proud of, you moron, you haven't been in class for two years”. This event is very tragic and touched my instincts as a mother to see a mother rebuking her own biological child with the statement "stupid". Though the mother's words as a "prayer".

The child who cannot read above, after being investigated turns out that the child not only cannot read, but also cannot write. The strangest thing is that the child is reading upside down, like to read a balloon read on Payom. Large read flat, market read fence. Likewise also happens when told to write. These reading and writing deviations result in learning disruptions, the child becomes cranky going to school, lazy and annoys his classmates. This deviation is known as dyslexia.

Dyslexia usually occurs in children with normal vision and intelligence. Children with dyslexia usually speak normally, but have difficulty interpreting "spoken language" and writing. Dyslexia tends to be lowered and more common in boys. Dyslexia is mainly caused by brain abnormalities that affect sound processing and spoken language. This disorder is a congenital abnormality, which can affect the decomposition of words as well as impaired spelling and writing. (Gustianingsih: 2015, p. 12). Dyslexia comes from the Greek word "dys" which means difficulty and "lexia" which means words. In other words, dyslexia means difficulty in processing words. Dyslexia is an abnormality with the basis of neurobiological abnormalities and is characterized by difficulty in recognizing the word precisely or accurately in spelling and in the ability to encode symbols. There are two kinds of dyslexia, developmental dyslexia and acquired dyslexia.

Developmental Dyslexia is innate and due to genetic or hereditary factors. People with dyslexia will carry this disorder for the rest of their lives or cannot be cured. Not only have difficulty reading, they also experience the barriers to spelling, writing, and some other language aspects. However, dyslexic children have normal or even above average levels of intelligence. With special handling, the obstacles they experience can be minimized. And acquired dyslexia is acquired due to interference or changes in the way the left brain reads. (Duff: 2008, p.2) . Some experts also define dyslexia as a condition of input processing or different information (from normal children) often characterized by reading difficulties that may affect the areas of cognition, such as memory, input processing speed, timing ability, coordination, and control motion.

There can also be visual and phonological difficulties, and there is usually a difference in ability in various aspects of development. (Gustianingsih: 2014). Dyslexia usually occurs in children with normal vision and intelligence. Children with dyslexia can usually talk normally, but have difficulty interpreting "spoken language" and writing. Dyslexia tends to be lowered and more common in boys (Ridge: 2012, p.4). Dyslexia is primarily caused by brain abnormalities that affect sound processing and spoken language. This disorder is a congenital disorder, which can affect the decomposition of words as well as spelling and writing disorder (http: // www.dyslexia-indonesia.org)

THEORETICAL STUDY

Concept of language disorder

Neuropsycholinguistics utilizes clinical data found to reveal the physiological and neurophysiological mechanisms that underlie language disorders / "language disorders" and this mechanism has provided a method for studying the internal structure of language and speech as well as the mechanism of the cerebrum underlying it. (Luria: 2007; 2015). Disorders of spoken language and written language caused by fractures of the brain cortex have caused problems that must be addressed by neurolinguistics and neuropsycholinguistics. Intensive collaboration between the two disciplines has succeeded in examining specific aphasia problems by linking them to related linguistic frameworks. Additionally this collaboration has tried to link physiological

evidence directly to determine localization of language functions obtained experimentally from a functioning brain. These neuropsycholinguistic findings have contributed knowledge about the nature of aphasia phenomena and implicit language knowledge as described by generative linguistic experts (TG) (Weigl and Bierwisch: 2013). This knowledge has indicated something about the psychological reality of the linguistic assumptions that can manifest certain language grammar.

De Saussure (2013) in a revised edition of the language book known as a linguistic figure from Sweden revealed that language as a communication tool between humans and a social case is always the main product conveying basic ideas between people to interact, while speaking is an individual communication , has special forms of speech. These two properties are interconnected. Language is in the brain and is social in the sense of ontogenesis (developmental history) and from the point of view of its acquisition and learning. The relationships between auditory shadows and concepts are obtained by the individual as the role of objects and people around the individual. Everyone who learns language gets it this way. Language learning is social in the sense of synchronous while speaking is idiosynchronous, because it is determined individually.

Language is natural, because it is abstract and hidden in the brain, while speaking is not natural, because it depends on the will of the speaker and is intellectual. Language is passive, while speaking is active. As a social production, language is synchronous passive and is a social bond in the form of a warehouse filled by members of a society by actively speaking, so that this social bond or warehouse is a grammatical system that has a potential existence in each brain each member of the community, in other words, in the brain of all members of society. Language is not complete in the brain of a speaker, but only in the perfect state in the brain of the community. So linguistics, according to de Saussure, must examine language, because language is a social fact, while speaking is an individual behavior and is only an embryo of speech (utterance). In other words, what comes out of the mouth of the speaker in the form of a sentence is always changing and is idiosyncratic and is therefore very suitable for linguistic study, while among the members of the community which are connected with each other by language something will be created with the same standard (' average '), which is a sign or symbol-1. the same symbol and patterned.

Speech perceptions in reading, writing, and learning disorder

This theory told that the early stage of visual language processing during reading was related by writing and learning perception. Reading, clearly, is a multifaceted and complex process, and we cannot do full justice to this complexity here. Rather, our approach will be selective in attempting to identify points of similarity and difference with the early stages of auditory language processing. Visual processing of larger units of language, such as phonemes, words, group of words effected to reading, writing, and speech.(Elman Mc.Clelland: 1988).

In reading and writing words, group of words, and sentence are a method of mapping the sounds of a language into a set of written symbols. Languages differ in their spelling. Chinese characters are composed of individual strokes, with the most frequent characters usually consisting of about six strokes (Hoosain: 1991). Characters contain information regarding both meaning and pronunciation. In general, strokes related to meaning, referred to as the radical, are on the top or left of the character,. Radicals may exist on their own or as parts of characters.

A syllabary takes the syllable as the linguistic unit and associates it with some visual representation. If Indonesia were written syllabically, the word *makaroni* would be represented by four symbols, one for each syllable: *ma, ka, ro,* and *ni*. Modern Japanese mixes logographic characters borrowed from Chinese (called kanji) with syllabic symbols (called kana). Kanji are used for content or open-class word and kana for function words, particles, and particles, and inflectional endings, as well as foreign loanwords (Shibatani: 1987).

Finally, the alphabet is a system in which each letter is supposed to represent a phoneme. Any schoolchild knows that there are many exceptions to a one-to-one association between phonemes and letters. Some words, such as *know*, contain silent letters. It is thought that the evolution of linear writing systems began with logographies and then moved to syllabaries and finally to alphabets (Rozin & Gleitman: 1977).

Definition of dyslexia symptoms

The symptoms of dyslexia may be difficult to recognize before the child enters school, but some early symptoms may identify the problem, such as irregularities perceiving other people's speech delivered to the patient, distortion of vision when looking at pictures around the patient, hearing aberrations of the songs that are heard in the sufferer and when the child reaches school age, the teacher of the child may be the first to be aware of the problem. (Ridge: 2012; Rohaty: 2011; Vandenberg B and Emery D: 2009).

Actually, dyslexic people have signs and symptoms that have a high risk such as talking, adding vocabulary after being able to speak very slowly, experiencing difficulty "rhyming" (rhyme) when the child has not attended school. When the child has entered school the signs and symptoms have become more visible: (1) Reading at the level below what is expected for the child's age, (2) experiencing a disturbance in processing and understanding something that the child hears, (3) (4) experiencing interruptions in following instructions more than one at the same time, (5) experiencing interruptions to recite pronunciation of unfamiliar words, (6) experiencing hearing impairment (when at certain moments of hearing) cannot make similarities and differences in the singing of words that are almost the same as "put" for "put", (7) experiencing impaired vision (see writing on the signboard for words in reverse (b for d or "birth" to "dead"). (8) Under 8 years of age, dyslexic children will continue to look reversed after their age, and difficult to learn a foreign language. (Bentzen, F: 2006).

METHODOLOGY

This research applies research and development methods (research & development). Borg & Call (1984), Huitema (1990), Fraenkal & Wallen (1990) state that research and development is oriented to a cycle that begins with gathering information that is followed up with the development process of a product and its development process. Product development was tested and revised the results of the trial, and finally obtained a model that can be used to improve the process and learning outcomes. Relationship of acquisition, learning Indonesian language with reading and cognitive behavioral therapy and perception, and writing therapy, social behavior of long and short term memory of dislected patients in this development research was carried out starting from designing and testing the results of reading and writing deviations (phonological aspects (phonemes for phonemes), morphological aspects (phrases or groups of words, and syntactic aspects (simple sentences in order of words for words in forming simple sentences), done in the first year.

How the influence of cognitive areas, such as memory, input processing speed, ability to manage time, aspects of coordination, and control of motion, and visual difficulties when reading and writing, is also done in the first year. In the second year of work "Strategic / Manual Reading and Writing Model for Dyslexic Patients theoretically, procedurally, as well as empirically (doing treatment, and testing tests (Guidelines / Cognitive, Affective, Psychomotor Models in Reading and Writing for Dyslexic Patients).

The steps of this research are as follows:

1. Planning

Planning includes goal setting activities, finding deviations in reading and writing dyslexic patients in the form of visual, auditory, cognitive, affective, and psychomotor deviations in terms of reading and writing and strategic steps to read and write that are fun and full of confidence. Furthermore, a limited feasibility test will be carried out on the design to be developed.

2. Model Development and Testing

This management can be done in earnest and high accuracy in order to obtain maximum results, according to the field of study. This research is a collaboration between linguistics (linguistics which includes reading and writing deviations by a psychiatric physician). This doctor will be the factors that cause dyslexia suffered by the patient, clinical examination and neuropsychological therapy. This collaboration will produce a standard model of competence, competence basic, the design model reads and writes CALISDIS.

North Sumatra, in this case the City of Medan, Coal, and Pematangsiantar as a city that stands many extraordinary schools, but the management of dyslexic patients is still not optimal and requires special treatment from linguists for language therapy, psychiatrists or experts psychiatric for neuropsychological therapy. The therapy program especially in the field of language needs to be refined using the right methods and theories. The Government of North Sumatra needs to know in full the handling of language disorder sufferers.

RESULTS AND DISCUSSION

Difficulty in reading, speaking and writing Indonesian language

Returning to the perception of reading language in child and adults, the point to remember is that the Indonesian language is one of many alternative phonemes. Most of the research we will consider is based on Indonesian, and we will only occasionally be able to point to relevant work on other languages. Thus, further work is needed to determine whether to conclusions generalize to languages with different writing systems.

(1) Researchers: Please read this word "kopiah"
PSD-1: "aipok"
Researchers: Read the " kopiah hitam"
PSD-2: "matiaipok"
Researchers: Read "koran harian"
PSD-3: "nairanarok”
Researchers: Read the "melihat kambing lari"
PSD-4: " iralimbangtahimel "

The above-mentioned PSD-1 reading events are very worrying for children with dyslexia. The words read do not match what is written. Some words are upside down, like [kopiah] are upside down to [aipok]. One word is also read one word, but all the phoneme can be changes from rigt to left. The groups of words are differently read by PSD-2. The group of words can be one word but in long utterances, like [kopiah hitam] upside down [matiapok]. These words not completely read PSD-1. [kopiah] in firt word completely read but upside down [aipok]. All phonemes present in the word are not omitted, but in the second word phoneme /h/ is omitted. [matiaipok] is read one word and have no meaning in Indonesian language. The other group of two words [kopiah hitam] can be read into [matiapok]. This words also wrong read by PSD-2.[kopiah hitam] becomes [matiapok]. Phoneme of /h/ and /a/ is omitted and be read [kopiah] and [hitam] becomes [matiapok]. This one have no meaning in Indonesia Language. How about read three words? PSD-3 also read to one word [minum kopi pahit] can be read to [tihapimunum]. For the case of two words (group of words) PDS-3 apparently equates the sound of [i] in the first word position [pahit] to [tihap] into the first position, [kopi] can be read [pi] only, and [minum] can be read [munum]. All the words [minum kopi pahit] becomes [tihapimunum].This language event can be phonologically traced into a progressive assimilation form. The front [i] sound affects the [u] for the [minum] to [munum]. [tihapimunum] have no meaning in Indonesian language.

In particular, which occurs in PDS-2, different cases of reading the child. Words that children read backwards, the composition of words is not systematically arranged, the way of reading there is at the lowest level and not in accordance with the age of children, children also disturbed hearing, so disturbed the process of language and language understanding, understand the instructions that very simple even disturbed let alone follow the instructions more than one at the same time, sight and hearing is also disturbed, so cannot distinguish and find the similarity between the word one with the other word cannot spell and cannot learn a foreign language. PDS-1 has difficulty distinguishing write "masam" with "balsem"; or they misunderstand words that sound almost identical, such as "minum" with "munum". This difficulty is not due to hearing problems, but is related to the processing of inputs in the brain. Here's an illustration below:

(2) Researchers: Please read and write this word "katak" and 'katarak'
PDS-2: [katak]
Penelti: write the "katarak"
PDS-2: [karatak]
Researchers: read and write this words "balsem" and "basuh".
PDS-3: "mesam" and "usap"
Researchers: read and write "masam" and "balsem" (Gustianingsih, 2018)[12)]
PDS-3: [masam] and [masam]

When asked which "masam" for [orange] and "masam" for [balsem] reversed he pointed to it, and at all the PDS-3 did not understand the instruction. Besides the PDS-3 was unable to read, write, and speech two words and three words, PDS-3 also suffered from interference understanding. When associated with neurolinguistics, PDS-3 is impaired in both brain hemispheres. In the Wernicke field is the part of the brain located on the left hemisphere of the brain specially regulating the understanding of language, and the right hemisphere, governs the language of reading and writing skills (appeal, Gustianingsih: 2018, p. 32).

Uniqly phoneme [h] and [l] in the middle position always omitted in PDS-5, [e] always perceptioned as [a]. In producing the word is related how PDS reading and writing the word. Phoneme [o] perceptioned as [u], and [b] perceptioned as [t], and [r] also perceptioned as [t]. Here's an illustration below: [bolos] → [sulut], [rumor] → [tumut], [robot] → [tutut], [koran] → [natuk]. Perception of the phoneme not always same, [b] is not always perceptioned as [t], this phoneme can be perceptioned as [s]. Lexical [bolos] perceptioned as [sulut], but [balsem] perceptioned as [masam] and [masam] regulary [masam]. Consonant [b] in word [balsem] is perceptioned as [masam].

Assimilation of progressive in this word that [b] becomes [m] not [t]. Dislexic in this paper told about [o] perceptioned as [u] is different with Autistic that cannot produced [u] hight vocal. Vocal [u] always perceptioned as [o]. (compare Gustianingsih: 2015)

Difficulties of understanding long words of instruction in one short situation

In this case the PDS-5 is incapable of understanding the instruction of long and many words at the same time. The PDS very much regulates the words that have been delivered to him completely and perfectly. Here's an illustration when researchers see the mother PDS-5 send message to his son.

(3) Mother: "Keep the bag in your room upstairs, change clothes, wash your feet and hands, then go down again for lunch with mom, but do not forget to take it too your math homework book !"

PDS-5: Mam .. this is my homework "basanesa" (bahasa Indonesia). School bag still on, uniform schools have not been replaced, hands and feet have not been washed.

Mother: your homework Bahasa Indonesia, taken mother. Mom told PDS-5 to come back with instructions the first "Save the bag in your room upstairs, change clothes, wash your feet and hands down, then down again for lunch with mom".

PDS-5: Climb again to the top of the stairs, up on it down again by saying "yok Maam "(meaning to take her mother to lunch), but the bag remains slung over the child's shoulders, hands and feet have not been washed.

Mother: Ouch nang ("dear" call a mother to the only child).
Yes, eat us yes, but keep your bag in your room, banging your bag who was carried his son, Son silently looked at his mother.

PDS-5: Son rises again to the 2nd floor and takes off his bag, then he drops back down

Mother: nice my son, your bag is stored in your study cabinet? Your hands and feet are washed?

PDS-5: Shut up, bewildered. Climb again up and followed by his mother

Above the 2nd floor, Mom gave an example of putting a child's school bag into a study cabinet and bring the child to the bathroom to wash hands and feet.

From the above illustration on data (3), it is clear that this dyslexic child is incapable of understanding long and complex sentence instructions in the same situation, short time. The PDS-5 is only able to remember the last words of "eating with mom", after which the mother shakes the child's bag, the PDS-5 is able to remember the second message of his mother, PDS-5 always forgot the 3rd message and the 4th message. Refreshing on the above data, can be done positive handling in children, assessment, and positive therapy or treatment with great patience and affection.

Dyslexia and Characteristics

Also called a developmental disorder reading. Symptoms include:

(1) Difficulty in connecting letters with sounds, (2) Difficulties in forming syllable, (3) Reversal of letter positions, (4) Speech disorder, (5) Doubt in words, (6) Less understanding of the meaning of the sentence.

Handling and Therapy

Children with dyslexia require individual teaching and therapy or treatment for dyslexia often involves multisensory education programs. Moral support from parents is also an important part.

The best therapy or treatment is direct instruction, which incorporates a multisensoric approach. This type of treatment consists of teaching sounds with different cues, usually separately and (if possible) part of the reading program. Indirect instructions can also be applied. It usually consists of training to speak a word or reading comprehension. The child is taught how to process sound by mixing sounds to form words, by separating words into letters and by recognizing the position of sounds in words. (eg in recognizing parts or patterns and distinguishing different types of sounds) or problems with memories, conversations, thoughts and hearing.

Distractions that cause problems in speaking, listening, reading, writing or math skills, as well as specific developmental disorders. Learning difficulties are impairments in learning abilities including in terms of speaking, listening, reading, writing, or math skills. Children who experience learning difficulties can be seen from their academic ability a year or two under their age children with normal intelligence. Often these learning difficulties seem to coincide with other difficulties such as ADHD (Attention Deficit / hyperactivity disorder) caused by functional irregularities of certain parts of the brain. This is due to hereditary factors (Gustianingsih: 2015, p.33).

Learning difficulties are associated with brain dysfunction that affects basic skills such as perceptual sensory ability. In general, learning difficulties in the academic field include:

1) Assessment

Assessment of learning difficulties can be done by one or more of the experts, such as psychologists, psychiatrists, and neorologists. Assessment that can be done is through IQ test to determine the ability of verbal and non-verbal child, test projective to evaluate the emotional level.

2) Treatment

Basically, the treatment for children learning difficulties is remedial education and psychotherapy. Both can be implemented simultaneously or one follows the other as needed. Remedial should be done individually with a tutor. The goal is to find and tear down the walls that cause learning difficulties. Basically, the most needed by children with learning difficulties is the affection, understanding and patience of the people around him, especially from parents. After that, proper handling can be done

If we compare with all researchers of another language, it will be same or different with this research. Dyslexia is a learning disorder, in which a person has difficulty reading, writing, or spelling. Dyslexic sufferers will have difficulty in identifying how spoken words should be changed into letters and sentences, and vice versa. Dyslexic, based on gender, male sex has memory memory disorders, knowledge, fine motor skills, body

balance for a sample of 40 people from preschool shows 27.5% (11 adults) show symptoms at risk of dyslexia, but only 15% (6 people) indicates a very high risk of having a dyslexic symptom. Boys are more affected by dyslexia than girls. 40% more children fail to mention abaca / letters, 5% do not recognize rhymes / first letters, and 3% cannot distinguish language sounds). The Malaysian Education Ministry disclosed that since 2001 many preschool-aged children were exposed to dyslexia of 290,000 school pupils from 4.9 million total pupils (KPM, 2000). 4% of the world's population is significant to have dyslexic symptoms (Moses: 2002). These special needs children include dyslexic children who also need special education to be socially acceptable in a meaningful life. (Vandenberg: 2009, p.9)

Noorr Afzan, (2006) has budgeted 314,000 children who are studying in Malaysia Malaysia with dyslexia Setiausaha Parlimen, Ministry of Education in 2004 (Paris, S.G. 2005.) also reported that 5% of cases of dyslexia or one in 20 students are detected dyslexia compared with Down syndrome disease. which is about one in 600 people detected dyslexic disease and about one in 700 people increased sharply also reported by the President of the Malaysian Social Harmony Union (PSHM). Increasing dyslexia in Malaysia makes Malaysian government recommend to do research about dyslexia to be known early handling of dyslexia (Meier: 2007). According to studies conducted by Meier, Hammond and Hughes, and Spaafford and Grosser, there are two factors that cause the emergence of this disorder problem, among which are genetic factors or heredity and biological factors.

Studies have shown that dyslexia is caused by chromosomes 1, 15 and 16 that may be inherited from generation to generation. In most cases, there is a family expert having the same problem, the only thing that sets them apart is the stage of seriousness. While biological factors are an outcome factor that culminates with a preterm birth or an insufficient lunar birth, lack of oxygen at birth as well as birth complications. Damage to the brain during the birth process is also one of the impetus to the problems and disorders of the child in the learning process. In fact, the child who faces this problem has a normal stage of intelligence and has no hearing and vision problems. Nor are they classified as weak and foolish.

This problem can be overcome if the parents and teachers can recognize this disorder. Umar, Rahman, et al., Says that the Malaysian kingdom expects its people to be able to master 100% literacy capability by 2020. Nevertheless, the proficiency of reading, writing and guessing (3M) principles may be difficult to obtain. According to Julina, about 40% of students are not capable and do not master 3M due to students facing severe cognitive problems such as dyslexia. Dyslexia has a high population and may lead to various problems of individuals, families, communities and countries. 10% -15% of the world's population has dyslexic problems. (Novianti: 2004, p.12).

CONCLUSIONS

The conclusions that can be drawn from this paper are:

Difficulty in writing Indonesian to dyslexic patients, not just writing, reading, speaking word group, but reading one word also has difficulty. The words of a group of words are written and read in reverse. The composition of the words is not organized systematically; the way of reading is at the bottom and not in accordance with the age of the child. Children also disturbed hearing, so disturbed the process of language and language comprehension.

Understanding very simple instructions once disturbed let alone follow the instructions more than one at the same time, sight and hearing is also disturbed, so it cannot distinguish and find the similarity between words with one another. Children have difficulty distinguishing "masam for orange" from "masam for balsem"; or they misunderstand words that sound almost identical, such as "kata" with "katarak". This difficulty is not due to hearing problems, but is related to the processing of inputs in the brain.

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Impact of Krakatau Festival on the Tourism growth in Lampung province, Indonesia

Impacto del festival Krakatau en el crecimiento turístico de la provincia de Lampung, Indonesia

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ABSTRACT

This study aims to determine the effectiveness of Krakatau Festival initiated by the Lampung provincial tourism office to promote tourism in the province. It is a qualitative research using case study approaches. Data collection is carried out by conducting interviews and reviewing documents. Research response were determined by purposive sampling techniques by selecting people considered to have interests in the festival. Results showed that the festival had an impact on the number of tourist visits, hospitality growth and ocupancy rates. It can be concluded that Krakatau Festival is effective in encouraging the growth of tourism industry in Lampung Province, Indonesia.

Keywords: Krakatau, Karakatau festival, Lampung tourism, Lampung tourism destination.

RESUMEN

Este estudio tiene como objetivo determinar la efectividad del Festival de Krakatau iniciado por la oficina de turismo provincial de Lampung para promover el turismo en la provincia. Es una investigación cualitativa que utiliza enfoques de estudio de casos. La recopilación de datos se lleva a cabo mediante entrevistas y revisión de documentos. La respuesta de la investigación se determinó mediante técnicas de muestreo intencionadas seleccionando personas consideradas interesadas en el festival. Los resultados mostraron que el festival tuvo un impacto en el número de visitas turísticas, el crecimiento de la hospitalidad y las tasas de ocupación. Se puede concluir que el Festival de Krakatau es efectivo para alentar el crecimiento de la industria del turismo en la provincia de Lampung, Indonesia.

Palabras clave: Destino turístico de Lampung, festival de Karakatau, Krakatau, turismo de Lampung.

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INTRODUCTION

Krakatau (Fig. 1) is the name of volcanic islands situated in Sunda Strait, between Java and Sumatra, Indonesia (Parish, 2002). Rakata is one of these islands, which is well known worldwide for its deadly massive eruption in 1883. Various post-eruption expeditions are regularly carried out by volcanology and biology experts, so that in 1927 the first appearance of Anak Krakatau can be well documented (Umbgrove, 1927). After that, volcanologist studied the growth and morphology of the new emerging volcano, the Anak Krakatau, in more detail and depth (Zen, 1970). Biological researchers, either separately or collaborating with volcanologists, also took part in periodic expeditions so that the development of colonization and ecological succession on the volcanic island was also well documented (Hill, 1937; Thornton et al., 1988; Withake et al., 1989; New, 2015)

The massive publication of volcanological and biological researches following the catastrophic 1883 eruption, made many domestic and international tourists interested in visiting Anak Krakatau Island. However, the economically beneficiary from the ecological and geological tourism of Krakatau Island are the people, businesses, and the local government of Banten of West Java, because until 1990 the Krakatau Nature Reserve area was part of the Ujung Kulon National Park, Banten Province.

In 1990 the Indonesian government, through the Minister of Forestry Decree No: 85/Kpts-II/1990 dated 26 February 1990, Krakatau was designated as a Nature Reserve, which was administratively included in the South Lampung Regency, Lampung Province (Krakatau & beyond).

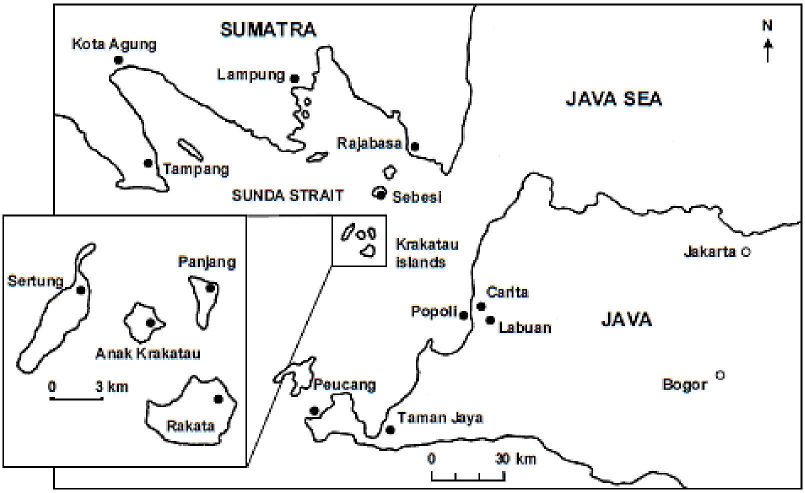


Fig 1. Map of Krakatau Islands (Adopted from Parish, 2002)

In order to gain economic benefits from the famous Krakatau, the Lampung provincial government since 1991 every year in August holds an event named Lampung Krakatau Festival. This event not only designed to promote Krakatau per se but also to market all tourism destination potential of this province (Pramono, 2010).

Considering that this festival has taken place 27 times, the question is what is the impact of the mentioned festival on the growth and development of the tourism industry in Lampung Province? To answer the question, a qualitative research using a case study approach has been carried out. This article provide data and analysis of the number of tourist visits, growth of tourism destination, growth of hotel development and occupancy rates in Lampung Province, in a recent five years.

Literature Review

Festival is rooted in the word 'feast' meaning celebration. In modern era, the concept of festival has been broadened and is difficult to state a specific definition. What is certain, festivals are a continuously developing sector as many societies worldwide realize their positive contribution in revival and conservation of local cultures and constructing destinations' image and branding to national and global tourism map. A recurrent and successful festival, in the end, will become attractive tourism products that can increase the number of tourists (Skoultsos, 2014). It makes perfect sense today that, around the world, more and more festivals, from a small-local to a mega-regional scale events are organized every year with the same goal of increasing the local or regional economy (Egresi and Kara, 2014).

As is usually the case with tourism events in many part of the world (Karabag et al., 2011; Trost et al., 2012), the Krakatau Festival is also enlivened with various activities such as: cultural parades, local dance performances, music performances, local culinary demonstrations, visiting traditional fabric centers, exploring Krakatau Islands, visiting surfing spots, and others. All these activities are held to strengthen the Krakatau Festival as a branding of tourism destination in Lampung province. As has been noted that event, such as cultural event is a marketing tool used to position the tourist destination together with specific products and services (Zetiu and Bertea, 2015).

In order for a festival to be categorized as a tourism festival, there are several characteristics that must be attributed: locally, participate and experiential, culture, comprehensive, and continuity. Locally mean all festival activities (culture, custom, geographical location) are according to region characteristic and unique. Participate and experiential mean all visitors have chances to experience a variety of activities implemented in the festival. Culture is the main connotation of tourism festival. So that culture must be the main content of the tourism festivals. Comprehensive mean that organizing a festival must cover aspects of transportation, security and health. Continuity mean always improve the visibility of the location, drive the development of relevant industries, and promote local economic development (Congcong, 2014).

Despite of no exact methodology for sustainability measurement, sustainable tourism development includes economic viability, ecological sustainability and social equitability (Dimoska & Petrevska, 2012). In the economic context, the impact of tourism development on employment growth has been proven in various parts of the world. Various business sectors that commonly accompany tourism growth such as restaurants, home stays, lodges, culinary, shopkeepers, street traders, and transportation, all become employment opportunities for local and national communities (Dayananda, 2014). In Ethiopia, for example, tourism and travel creating has become an economic engine with a contribution to 8.9% of total employment in 2013 and 9.8% GDP in 2014 (Aynalem, et al., 2016).

METHODOLOGY

In this study, research method applied is a qualitative case study, which means that case studies were placed within qualitative field, refer to the definition proposed by Starman (2013). The case we intend to be described and analyzed in the study is a local event called Krakatau Festival. Data collection is done by interview and reviewing documents belongs to local authorities and/or that can be accessed via the internet. Research respondents were determined using purposive sampling techniques by selecting people who are considered to have interests in the festival, namely the visitors, the initiators and organizers of the event, as well as Lampung provincial local tourism officials.

Interviewing the visitors

We interviewed three visitors of the Krakatau Festival, namely: Visitor A, a young housewife aged 25; Visitor B: a young man aged 32, a blogger; Visitor C: a photographer and blogger aged 40. To the visitors the

questions raised were about the changes in knowledge they had about Krakatau Islands and other tourist destinations in Lampung and their impressions of the Krakatau Festival itself.

Interviewing the festival initiator and organizer

Interviews with local tourism officials are intended to find out information regarding development of the festival from year to year and the benefits that have been gained from organizing the Krakatau Festival. Officials interviewed in the study were: 1) Head of Tourism Service Office in Lampung Province, as the festival initiator; 2) Head of Lampung Province Culture and Tourism Service Promotion Section, as the event organizer.

Document review

In addition to official information from local tourism officials, we also reviewed statistical documents issued by the provincial and national statistics bureau offices. These data are used to illustrate the impact of the festival on tourism development achievements in Lampung Province. All information and data obtained are then interpreted descriptively.

RESULTS AND DISCUSSION

Concerning the festival

It was the 27th Krakatau Festival with a theme "The Glory of the Lampung Crown". According to tourism service officials interviewed, Krakatau Festival is an event held to introduce the eminent culture and tourism destination in Lampung Province so that the visits number of both domestic and international tourists to this province expectedly increase. To achieve these goals, from one festival to the next, Krakatau Festival organizers usually launched flagship programs. For the 27th festival, there were three main events featured, namely the Krakatau Tours, the Sparkling Charms of Lampung, and the Lampung Culture and Tapis Carnival (Nugroho A. Personal Interview, August 25, 2017).

Information provided by above tourism officials was confirmed on the Wonderful Indonesia web (Lampung Krakatau Festival 2017: "The Glory of the Lampung Crown", 2018). The publication of the feature about the Krakatau Festival on the web and blog is reasonable because the organizers always invite the press community including bloggers. The presence of the Bolgger community is expected to be an agent for disseminating information about festivals and tourist destinations in Lampung Province (Nugroho A. Personal Interview, August 25, 2017).

The results of interviews with guests of the festival and flagship events participants of the Krakatau Festival, all showed positive impressions. All respondents praised the event they attended, especially regarding the uniqueness of the event and the very accommodating event organizer services. In addition, based on the increase of festival stakeholders engagement, ranging from the cultural community, local governments, business people, and academicians it is worthy to infer that Krakatau Festival getting high levels of attention. (Wahyu, D. Personal Interview, August 25, 2017).

The high level of attention and impression of visitors and participants of the Krakatau Festival is reasonable, because the impression of tourists is strongly influenced by the tourism services they received: accommodation, catering, transportation, and entertainment (Houdement et al., 2017).

Impact on community knowledge

A description of the impact of the festival on public knowledge about the Krakatau Islands can be based on the story told by one of the festival visitors interviewed. The respondent, a middle-aged lady, once in 2010 visited Krakatau through Carita Beach Port of Banten Province in West Java. At that time, the visitor thought that Krakatau Island was part of the administrative area of Banten Province. Moreover, he also thought that the Carita Beach Port was the only ferry port to Krakatau. Only after he attended the Krakatau Festival, and

participated in visiting the Krakatau Islands through the 2017 flagship festival program called the Krakatau Tours, she knew that Krakatau belonged to the administrative area of Lampung Province, and could be accessed from many ferry ports in the province (Lilin. Personal Interview, August 27, 2017).

Local tourism growth

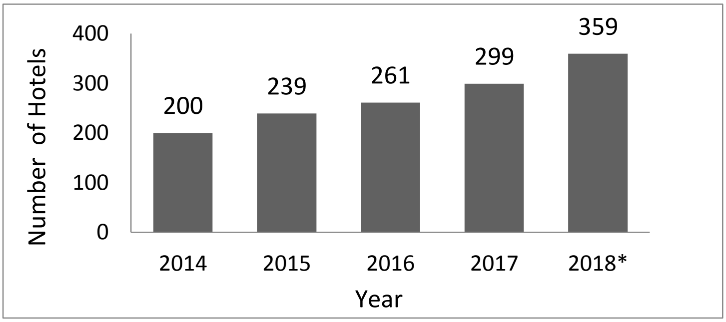
Lampung Province Tourism Officials interviewed gave an overview of the impact of the Krakatau Festival on local tourism growth by presenting the following figures. In the period of 2016-2017 tourist visits increased by 30%. Likewise, the growth of hospitality in the same period increased by 14.5%, and the occupancy rate also increased from 39.11% to 46.62%. Responding to these figures, the Minister of Tourism of the Republic of Indonesia, Arief Yahya, praised Lampung's tourism achievements (Nugroho A. Personal Interview, August 25, 2017).

Reviews done to the documents belonging to Lampung Provincial Tourism office resulted in statistical data on Lampung tourism growth in the last 5 years as presented in Table 1, Fig. 2, and Fig.3. Such identical data is also available and can be accessed on the Keliling Lampung web (Menteri Pariwisata Puji Capaian Kunjungan Wisatawan ke Lampung, 2017).

Table 1. Domestic and international tourist visit numbers in Lampung Province

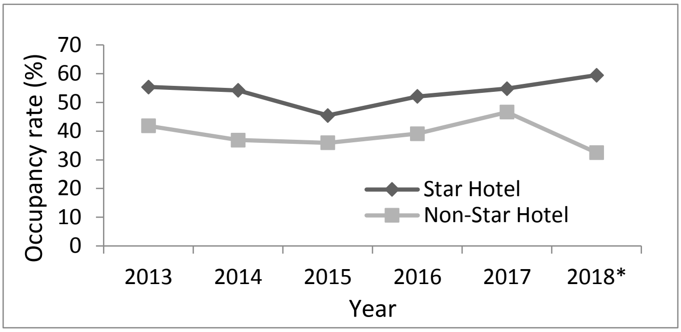
Year	Tourist		Total
	Domestic	International	
2012	2,581,165	58,205	2,639,370
2013	3,392,125	75,590	3,467,715
2014	4,327,188	95,528	4,422,716
2015	5,370,803	114,907	5,485,710
2016	7,381,774	155,053	7,536,827
2017	11,395,827	245,372	11,641,199
2018*	13,993,207	274,742	14,207, 949

*The latest data issued by the Lampung Provincial Tourism Office in 2019



**The latest data issued by the Lampung Provincial Tourism Office in 2019*

Fig 2. Growth of Lampung Provincial Hospitality



**The latest data issued by the Lampung Provincial Tourism Office in 2019*

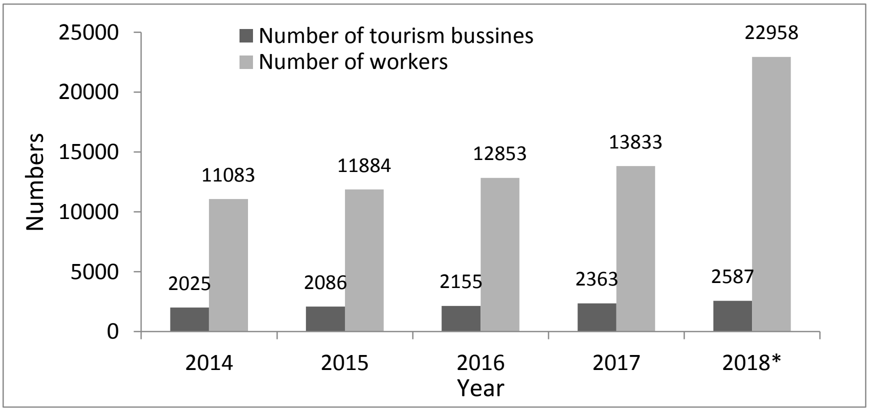
Fig 3. Growth of occupancy rates in Lampung Province

Although the relationship between the Krakatau Festival and the growth of tourist visits and hospitality services in Lampung still needs deep statistical analysis, but the data has depicted the positive impact of the tourist events on building positive image of region. These results confirm some previous research findings reported that a tourism event effectively encourages the increase in the number of tourists to the region. The further impact of increasing tourist visits is affecting the local economy, society, and the sustainable development (Blesic, 2014; Panfiluk, 2015).

Apart from the positive impressions of visitors to the Krakatau Festival and the fact that the hospitality industry in Lampung has experienced a significant growth, there are still many socio-economic aspects of the festival that have not been revealed. What is the awareness of the host community towards this festival especially, and tourism in general. This aspect is important because the enthusiasm of the host community in a tourist destination in viewing and welcoming tourist visits, is a major part of a positive impression on the region (Zahedi et al., 2015; Čizmić and Čaušević, 2017).

Tourism business and jobs opportunity

Data that can illustrate the growth of the tourism industry in Lampung Province in the last five years (2014 - 2018) has just been issued by the Lampung Province Tourism Office in 2019. As can be seen in Figure 4, the number of tourism businesses and the number of employment continues to increase in the last five years. The number of employment has even doubled in a year (2017-2018).



**The latest data issued by the Lampung Provincial Tourism Office in 2019*

Fig 4. Growth of tourism business and employment in Lampung Province

Although the data in Figure 4 can be used to describe the growth of the tourism industry and employment in the Lampung province, the economic impact of the festival has not yet clear. Difficulties in assessing the economic impact of tourism growth promoted by a festival in accurate manner, not only come about in this study but also recognized by many previous researchers. Because, the economic impact of an event not only related the number of jobs available, but also the level of income generated from the festival activities and tourism development that accompany it (Felsenstein and Fleischer, 2003).

Although the measures of the impact of the festival need to be clarified, the idea and implementation of the Krakatau Festival by the Lampung Tourism Office is on the right track. Indeed, it cannot be denied that festivals may be a copy of similar festivals in other countries, but the Krakatau Festival has its own uniqueness. For this reason, provincial tourism institution of Lampung can still hope that this festival can be a driver of economic growth as has been proven to be enjoyed by many other countries (Iatazaz, 2012; OECD, 2017).

CONCLUSION

The Krakatau Festival is an annual event initiated by the Lampung provincial tourism authority which is intended to utilize the fame of Krakatau as a means of marketing communication on tourism potential in Lampung, especially Krakatau Island itself as a geological tourism destination. In the 27 years of its implementation, this local festival has measurable positive impacts on tourism growth in this southernmost province of Sumatra.

The number of tourist visits and tourist destinations is increasing, hospitality development is also continues to grow. However, there are still many things concerning the social and economic impact of the Krakatau Festival, which need to be examined more deeply. What is the influence of the tourism industry's growth on harmony, cohesiveness and mutual cooperation between families and communities in the province? Economically, what is the impact of tourism development in the province on the income and the welfare of the people?

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Effect of Employee Competence and Internal Control Systems on Accounting Information Quality of the local Government in West Java region

Efecto de la competencia de los empleados y sistemas de control interno sobre la calidad de la información contable del gobierno local en Java Occidental

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ABSTRACT

The purpose of this study was to empirically examine the effect of employee competence and internal control system on accounting information quality. The research was conducted to all local governments in the West Java region. The respondent are SKPD, PPKD, and the Regional Inspectorate on Local Government respectively; each local government sent six research questionnaires. The data analysis tool used was structural equation modeling (SEM). The results also show that employee competence and internal control system simultaneously gave the significant effect on accounting information quality, therefore a combination of both aspects can be considered as an improvement.

Keywords: Accounting information quality, employee competence, internal control system.

RESUMEN

El objetivo de estudio fue examinar empíricamente el efecto de la competencia de los empleados y el sistema de control interno sobre la calidad de la información contable. La investigación es realizada a todos los gobiernos locales en la región de Java Occidental. Los encuestados son SKPD, PPKD y la Inspección Regional de Gobierno Local, respectivamente; cada gobierno local envió seis cuestionarios de investigación. La herramienta de análisis de datos utilizada es el modelado de ecuaciones estructurales (SEM). Los resultados también muestran que la competencia de los empleados y el sistema de control interno simultáneamente dieron un efecto significativo en la calidad de la información contable, por lo tanto, una combinación de ambos aspectos puede considerarse como un enfoque de mejora.

Palabras clave: Calidad de la información contable, competencia del empleado, sistema de control interno.

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INTRODUCTION

Accounting information is one of the important information that should be owned by government agencies to carry out strategic policies. The availability of quality accounting information make local government can make right and harmonic decisions in accordance with the objectives and strategies that have been set, because the level of the inherent quality of the information would affect the strength of decision to be taken. Valuable information could improve decision-making capacity, it affected by the inherent quality of the information. Besides, Haag and Cummings explained that the information will have a high quality only when the information is appropriate (pertinent), relevant, and useful.

The local government in Indonesia is still difficulty in generating quality accounting information. BPK (the Indonesian Government Audit Board) data says from 256 provincial government, district and city in Indonesia, only 30% who received unqualified opinion[18]. The users of accounting information, particularly external users used the auditor opinion to obtain reasonable assurance about the quality of the information[2].

Difficulty producing quality accounting information which are caused by the inadequate accounting human resource capacity and the employees educational backgrounds which did not come from accounting or finance areas[1]. Besides other issues have found that it is still a lot of hidden knowledge untapped by the employees[19].

As a result, the employees in the accounting/financial areas cannot maximize its function optimally or do a mistaken accounting treatment. The problems which occur in the administration of fixed assets. Fixed asset management processes that have not been maintain properly is one of the main reasons why local governments in West Java has not been able to get unqualified opinion of the BPK[17]. Based on research conducted by Xu[25], it is found that some issues related with employee competence, system, and organization has a critical role to make accounting information quality.

Beside employee competence, internal control system factor is also considered to have an influence in creating quality accounting information. The existence of internal controls over accounting information generation process can improve the quality and efficiency by ensuring the organization's resources have been secured properly, prevent fraud, and ensure the reliability and accuracy of accounting information generated[16]. This is also emphasized by research conducted by Brandas[4], where it is stated that control in the accounting information generation process can assist organizations in ensuring of the integrity, reliability, accuracy, and availability of obvious financial statements.

Problems related to the employees competency and implementation of internal control systems that is not maximized found in government agencies in West Java region. It related to the competence of employees and implementation process of internal control systems visible from the weakness of the system, rules, regulations, organizational governance, SOP of working process, until to the human resources capability in carrying out the task and look for solutions to the problems faced[17]. On the other hand there are still problems occurred related to the internal control system which is associated with still many government officials and staff who run double duty, the implementation of accounting information system which not yet uniform, also accounting systems and procedures that do not implement properly[3].

It has been found that the competence of the employees also have relevance to the internal control system. Hawker[8] explains that the competence is one of the factors that may affect the control measures what needs to be done. Besides, the level of employee competence may also affect the level of threat that can occur within an organization. Then the threat level would affect the control mechanism.

Based on the above phenomenon, there is a gap in producing quality accounting information concept with the reality. The differences lead accounting information generation process could not be maximized. However, it is unclear whether employee competence and internal control systems will be able to affect the quality of accounting information on a local government agency in West Java.

LITERATURE REVIEW

Employee competence

Competence by Spencer and Spencer[21] defined as an underlying characteristic of an individual that is causally related to criterion-referenced effective and/or superior performance in a job or situation. While according to Wheelen and Hoffman[23] competence is the integration and coordination on cross-functional capabilities owned.

Mejia, et al[15] explains that the competence is a characteristic associated with the success of the performance. Mathis and Jackson[13] adds the aspect of competence could affect performance improvement for individual or in a team. At the minimum level, employees who have competence should be able to: 1) Recognize the capabilities, attitudes and attributes that are required to meet the employment needs of current and future as an organization priorities and direction also the strategic placement purposes. 2) Focus on development efforts to eliminate the gap between the capabilities required by the available[20]. Capability is an important aspects of employee competence to describe the characteristics of a person in doing an activity, either physically or mentally[5].

In the employee competencies development process that necessary to note the capabilities and talents possessed, so the employee career development can walk on an ongoing basis, and the output of the whole process can make the employee has specific expertise. Training program for employee is a way that can be done to improve employee skills and talents. The organization could make some analysis so the employee competency development process can be more focused.

It is need to consider that the important of employees competence not only on the ability to do a daily job, further it can make employee have the opportunity to get job promotion, large salary, and solve organization problem. So the employee competence has a huge impact to the employee productivity and value, beside for the organization. Citing the opinion of the researchers before, the dimensions used to measure employees competence in this study is the knowledge, skill, and value.

Internal control system

Internal control system defined as a system that consists of policies and procedures designed to provide management with reasonable assurance that company achieves its objectives and goals. These policies and procedures are often called controls, and collectively they comprise the entity's internal control[2].

Meanwhile Hall[7] explained the internal control system comprises policies, practices, and procedures employed by the organization to safeguard assets of the firm, ensure the accuracy and reliability of accounting records and information, promote efficiency in the firm’s operations, and measure compliance with management’s prescribed policies and procedures.

Associated with internal control processes carried out at government agencies in Indonesia, the details have been arranged in the PP (Indonesian Government Regulation) No. 60 Year 2008 on Government Internal Control System. On the PP the concept of internal control implemented known as SPIP (the Government Internal Control System), which is the overall implementation concept of internal control system in the state and local governments[9].

In the practice of internal controls on government agencies in Indonesia, established APIP (Government Internal Inspector Apparatus) consisting of: BPKP, Inspectorate General or any other name that is functionally implement internal supervision, Provincial Inspectorate, District/City Inspectorate.

Dimensions used to measure the internal control system variables in this study are control environment, risk assessment, control activities, information and communication, monitoring.

Accounting information

Laudon and Laudon[12] defined information as a data that have been shaped into a form that is meaningful and useful to human being. McLeod and Schell[14] added, besides molded/processed that has meaning; information also contains something unknown by the user. Stair and Reynolds[22] explains that the data processed into information make it has value added more than just add value from the data/facts before it treated. Information should be used by the users to find out what is happening today, supplementing with information about what has happened in the past. So that information can allow users to take the necessary action in the future[7].

From the accounting aspect, the accounting function is to manage organization's financial information based on the format[7]. In carrying out these functions at least two main roles undertaken by the accounting that capture and record the financial impact of these transactions, the second role is to distribute transactions information to personnel in operational area so they can communicate a several tasks assigned.

Kieso, et al[11] explains that the accounting consists of three basic activities which are identify, record, and communicate the economic events of an organization to interested users. To be able to identify the economic events, an organization choose the relevant events to their business activities. Once an organization identify related economic events, the next step is recorded these events/transactions into a systematic and chronological recording format that enables users to manage. After all transactions are recorded systematically, management needs to communicate the information gathered as a form of responsibility to the users concerned.

Accounting information of an accounting process can be presented in the financial statements. In Indonesian government agencies, the financial statements need to be presented, mainly related to the accrual basis of recording that has begun obliged[13] consisting of: Budget Realization Report, Statement of Changes Over Budget Balance, Balance Sheet, Statement of Operations, Cash Flow Statement, Statement of Changes in Equity, Notes to Financial Statements. To measure the level of accounting information quality generated, dimensions used in this study are relevance, accurate, timely.

METHODOLOGY

The method used in this research is descriptive, verificative, and explanatory, with quantitative analysis approach. The indicators used in this study using ordinal scale as measured by the scale of attitudes by using a Likert approach.

In this study, the population included that all local governments in the West Java region, which consists of one provincial government, 18 district governments, and 9 city governments. While the observation units used were SKPD (Local Working Unit) and PPKD (Financial Management Working Unit) in the local government as the accounting information processor, as well as the Regional Inspectorate on Local Government respectively.

Primary research data used in this study will be based on the survey using a questionnaire media, with secondary data obtained from books, news, and results of previous studies. Questionnaires were distributed directly by met the respondents. Each unit researched observations will be sent six research questionnaire.

For purposes of data analysis, patterns of relationships between variables in this study is described using structural equation modeling (SEM).

Hypothesis

Based on the research problem and background described above, the hypothesis developed in this research consists of:

1. Hypothesis 1:

Ho_1: partially employees competence did not significantly affect the quality of accounting information.

Ha_1: partially employees competence significantly affect the quality of accounting information.

2. Hypothesis 2:

Ho2: partially internal control system did not significantly affect the quality of accounting information.

Ha2: partially internal control system significantly affect the quality of accounting information.

3. Hypothesis 3:

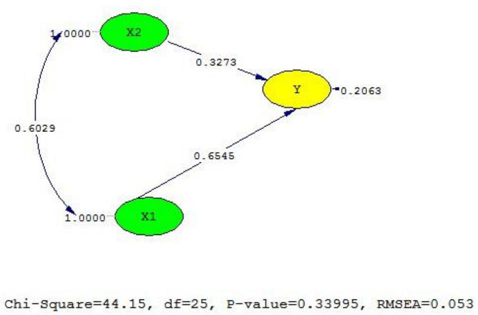
Ho3: simultaneously employees competence and internal control system did not significantly affect the quality of accounting information.

Ha3: simultaneously employees competence and internal control system significantly affect the quality of accounting information.

RESULT AND DISCUSSION

The results of the analysis conducted by using lisrel software 8.72 in the attachments based on the analysis of structural models, can be explained that the accounting information quality variable is affected by the employee competency with a path coefficient of 0.6545, and the internal control system with a path coefficient of 0.3273. Thus the proposed conceptual hypotheses have been tested and accepted. A complete structural model can be described as follows:

Picture 1
Statistical Test



Source: Research Data

Based on the calculation results obtained showed Accounting Information Quality affected by Employee Competency and internal control system either partially or simultaneously. Based on correlation and path coefficient values obtained, it can be seen the effect of Employee Competence and Internal Control System on the Financial Statement Quality as follows:

Table 1.
Statistical Test

Variable	Path coefficient	Direct effect	Indirect effect		Total effect
			Employees Competence	Internal Control System	
Employees Competence	0.6545	0.4284		0.1292	0.5575
Internal Control System	0.3273	0.1071	0.1292		0.2363
Total		0.5355	0.1292	0.1292	0.7938

Source: Research Data

Based on the above table it can be seen that the Employee Competence and Internal Control System affected Accounting Information Quality directly and indirectly. Employee Competency variable direct effect on accounting information quality is equal to 42.84%, while its indirect effect through Internal Control Systems is at 12.29%. Meanwhile the direct effect of the Internal Control System variable on accounting information quality is equal to 10.71%, while the indirect effect through Employee Competency amounted to 12.92%.

1st Hypothesis Testing:

Based on tests carried out on a first hypothesis, it is found that the path coefficient of variable X1 to Y at 0.6545, while t_{count} obtained amounted to 2.4617 by taking α significance level of 5%, then t_{table} value = 1.708. Due t_{count} greater than t_{table}, then H_0 is rejected, meanwhile Ha is accepted. In other words Employee Competency had a significant effect on the accounting information quality of 0.6545. So any increase in one unit of employee competence will increase the accounting information quality by 0.6545 units.

2nd Hypothesis Testing:

Based on tests performed on second hypothesis, it is known that the path coefficient of variable X2 to Y at 0.3273, while t_{count} obtained amounted to 1.2194 by taking α significance level of 5%, then t_{table} value = 1.708. Due t_{count} smaller than t_{table}, then H_0 is accepted or in other words the internal control system had no significant effect on the accounting information quality.

3rd Hypothesis Testing:

Based on third hypothesis testing, the value of F_{count} is 466.2276, where the criteria for rejection of H_0 if F_{count} larger than F_{table} or $F_0 > F_{table}$, with a degree of freedom of v1=3 and v2=173-3-1 and 95% of confidence level, then on the F distribution table obtained F_{table} value for 2.9912. Due 466.2276 greater than 2.9912, then H_0 is rejected and Ha is accepted. It can be concluded that there is a linear relationship between Employee Competence and Internal Control System on the Accounting Information Quality. In other words, it can be interpreted that there is a simultaneous significant effect between Employee Competency and Internal Control System on the Accounting Information Quality.

To find out the questionnaire data then necessary to make construct test for each variable. Confirmatory factor analysis (CFA) testing was conducted to determine the model constructs that make up the overall measurement model. Related to Employee Competence testing, the result that the Value dimensions loading factor has a larger value than any other dimension. This shows that the Value is the main determining factors on Employee Competence variable, because the dimensions of the Value describes the real outcomes that directly impact on the Employee Competence compared with other dimensions used in measuring Employee Competence variables. On the other hand there is still a factor that is not optimal in a Employee Competence variable, with the smallest loading factor that is Knowledge. This occurs because of limitations of Knowledge simply be measured by employee knows or not on a phenomenon, which is not necessarily knowledge is implemented in a real action.

Meanwhile, related to the Internal Control System variable, it can be deduced that the Environmental Control dimension has the largest loading factor value compared to the other dimension. This indicated that the Environmental Control is the largest variable forming Internal Control Systems. Thus, it can be concluded that there is correspondence between the concept of Internal Control System with the implementation of the Internal Control System in this study, where the Control Environment is a critical success factor of internal control implementation and will affect the other components of the Internal Control System. Meanwhile Risk Assessment variable is the lowest loading factor. This indicates that the risk assessment is the lowest factor in shaping the Internal Control System variable.

Associated with the Accounting Information Quality testing, it can be concluded that Relevant dimension has the largest loading factor value. This shows that the Relevant variable is the largest factor forming Accounting Information Quality. Besides, the dimensions of Timeliness are a factor that has the lowest value

on the Accounting Information Quality variable. This indicates that the Timeliness has smallest impact on earnings accounting information quality.

CONCLUSION

The results showed that the employee competence have a significant impact on the accounting information quality. The higher employee competence particularly related to knowledge, abilities, and values aspects owned that influence the greater on earnings accounting information quality.

Other findings from the statistically tests on the data collected is that the internal control system does not have a significant effect on the accounting information quality. It found that the main factor causing the internal control system did not significantly affect the accounting information quality is because of risk assessment dimension did not yet goes well. The test result is in keeping with the reality that occurs in the implementation process of the internal control system on the research object is being studied.

It was found that in general the Control Environment dimensions application is quite good, which are normative things such as organizational structure, legal basis, management directives, and other matters already bolted properly. However, thus elements has not been translated into Control Activities dimension that are operational control level. This occurs because the Risk Assessment implementation have not been going well, so that the translation process of Control Environment into Control Activities with is based on the implementation of the Risk Assessment was not working as it should. It is then that allegedly can answer the second hypothesis testing results where the Internal Control System variable did not significantly affect Accounting Information Quality, which is due to the implementation of the Risk Assessment has not run optimally.

The final conclusions obtained is that the Employee Competency and Internal Control System has a significant impact on the Accounting Information Quality. This happens because the employees competence supported by the implementation of a thorough control causes the entire system and data processing transactions into accounting information can be running properly. So that the level of accounting information quality resulting could be better.

From the result of this research, researchers suggest related parties as follow:

The local government must undertake sustained and systematic step to ensure employee competence level remains in line with its needs, particularly those related with generating process of accounting information.

The local government should carry out risk assessment procedures correctly to make aggregate internal control process can be run in accordance with the control concept, so it could support the process of generating a higher accounting information quality.

The inspectorate must continue to enhance its role as an internal auditor tasked with providing improvements input in earnings accounting information quality and as an implementer of the internal control system in controlling the potential that could lead to not qualified accounting information.

For the next researcher, the addition of variable, dimension, indicator, respondent, population, and the time span over diverse research can be done to further clarify the delineation of research results.

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Reconstruction of Islamic Banking Performance Measurement Models: A Critical Thought

Reconstrucción de los modelos de medición del desempeño de la banca islámica: un pensamiento crítico

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ABSTRACT

This article presents critical thought related to the performance measurement of Islamic banks in terms of several perspectives, both legal, socio-cultural and expected measurement models. Performance assessment in conventional banks and sharia usually only are seen from the measurement of financial performance by using the CAMELS and RGEC ratios. Islamic banks in carrying out their duties must reevaluate the initial objectives. This is to ensure that they are not only profit-oriented. If the performance of Islamic and conventional banks is measured using the same indicators, there will be inappropriate values.

Keywords: Critical thought, performance measurement, sharia banks.

RESUMEN

Este artículo presenta un pensamiento crítico relacionado con la medición del desempeño de los bancos islámicos en términos de varias perspectivas, tanto legales, socioculturales como modelos de medición esperados. La evaluación del desempeño en los bancos convencionales y la sharia generalmente solo se ve a partir de la medición del desempeño financiero mediante el uso de los índices CAMELS y RGEC. Los bancos islámicos en el desempeño de sus funciones deben reevaluar los objetivos iniciales. Esto es para asegurar que no solo estén orientados a las ganancias. Si el desempeño de los bancos islámicos y los bancos convencionales se mide utilizando los mismos indicadores, habrá valores inapropiados.

Palabras clave: Bancos sharia, medición del desempeño, pensamiento crítico.

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INTRODUCTION

Performance evaluation on Syariah financial institutions, especially Syariah banks, aims to measure the performance and health of banks based on the previously set targets. This is done as a control to improve future performance by identifying shortcomings of Syariah banks operation throughout the year. Building the right performance measurement suitable with the characteristics of a company is an important aspect, especially in a world without limits, to remain competitive and financially strong.

As a bank that operates based on Syariah values, there are logical consequences namely certain criteria that must be met in the operational process of banking (Dusuki dan Abozaid, 2007). There are at least three dimensions of performance that are important characteristics in the operational practice of Syariah banks. First, Syariah banks in carrying out their operation, as part of the economic facet, are profit oriented. However, profit must be achieved through operations that adhere to Syariah values.

Second, Syariah banks in carrying out their role and functions must uphold the principles of justice and brotherhood. Third, Syariah banks in distributing income and wealth must be equal. One of the core values that form the vision and mission of Syariah banks is that all resources essentially belong to Allah. Therefore, Syariah banks must be committed to this perspective by distributing resources equally to build a productive society.

Hence, it can be said that Syariah banks have a role not only as business entity, but also as social and da'wah entity through product development based on Syariah ethics and moral principles. Therefore, the performance of Syariah banks is not limited to the financial aspect, but also must be linked to the social and da'wah performance where the Syariah banks are located. This requires a performance measurement model that is able to measure both financial and non-financial performance of Syariah banks. Several performance stage and criteria that are in line with Syariah principles are crystallized in the formulation of a performance measurement that is able to control and evaluate Syariah banks to make sure they stay in line with these principles.

Performance measurement is closely related to corporate governance, in which one of the tools to measure the quality of corporate governance is through performance measurement. This means that performance measurement is an assessment, evaluation and consideration basis for improving the quality of Syariah bank governance. It is necessary to reconstruct performance measurements that are developed from the essence of Syariah banks value as local wisdom to be able to uncover the quality of Syariah bank governance in its role as a business, social and da'wah entity.

Regarding the measurement of Syariah banks health, BI established Bank Indonesia Regulation (PBI) No 91/1/PBI/2007 concerning the Health Evaluation System for Syariah Banks. BI emphasized that the financial health level of Syariah banks is determined by CAMELS factors, which involve quantitative assessment using Capital, Asset Quality, Earnings, Liquidity and Sensitivity to Market Risk (CAEL) ratios and qualitative assessments of management. Regarding qualitative assessments, BI reiterated that qualitative assessments are an assessment of the factors that support the results of quantitative assessments.

So, based on this article, management quality factor is positioned as a supporting factor in achieving financial performance. Therefore, financial aspects are at the core of operational objectives, which directs management to centralize their operational strategies only on achieving financial performance. While the non-financial aspects, especially the elaboration of Syariah ethics and morals which are important characteristics, are ignored.

Criticism of conventional financial performance measurement can be seen in the article by Triyuwono (2011) which states that the management behavior of Syariah banks that implement CAMELS and RGEC as a performance measurement tool, will be co-opted by values that focus on financial goals as top priority. Syariah banks will be reduced to material and individual oriented banks, which will lead to dysfunctional behavior of Syariah bank management as an authority in carrying out bank operations. Triyuwono's (2011) statement was corroborated by the results of Choudhury and Hussain (2005) research, which found dysfunctional behavior such as ignoring the provision of productive funding to small customers.

Khan (2010) in his study found deviation of Syariah principles in the diversification of Syariah banks products to achieve maximum profit. Syariah reputation is a major factor for customers to choose Syariah banks, therefore, concerns of customer distrust in Syariah banks grows as this dysfunctional behavior comes open. Meanwhile, Indriastuti (2015) stated that conventional performance measurement that has been implemented in Syariah banks is based on utilitarianism ethics value, which is very conflicting with the characteristics of Syariah banks. Therefore, it is necessary to build a model for measuring the financial performance of Syariah banks.

The main focus is how the measurement models would be able to represent the functions and responsibilities of Syariah banks as business, social and da'wah institutions. The performance measurement model should be able to measure material and non-material aspect.

Non-material aspect refers to what can be used as a tool to legitimize moral (spiritual) forces that have been marginalized in conventional accounting (Kamal et, al., 2013).

Performance measurement in Syariah enterprise theory perspective

Syariah accounting is oriented to the interests of stakeholders rather than to the interests of stockholders. Triyuwono (2006: 355) states that Syariah accounting is not only a form of management accountability to the owners of the company (stockholders), but also as accountability to stakeholders and Allah. This is because in the view of enterprise theory, the existence of a company does not only come from the contribution of the company's participants such as employees, creditors, the government, and the community. The existence of the company is also determined by the interaction of the company with the community as a consequence of the social contract carried out by the company with the community.

The development of accounting principles and techniques that could provide accountability and information needed by stakeholders could be realized through enterprise theory. Enterprise theory encompasses social aspects and accountability. Enterprise theory considers that accounting must serve not only the owner of the company, but also society in general (Harahap, 2008: 387). However, enterprise theory is still "secular" and has no concept of *tawhid* (Slamet in Triyuwono, 2006: 356). The absence of the concept of *tawhid* in enterprise theory causes the theory to be inconsistent with Syariah principles. Therefore, the internalization of *tawhid* values is needed in enterprise theory. The internalization of the *tawhid* concept led to the emergence of legitimacy to include the concept of ownership in Islam, the concept of *zakat*, the concept of divine justice, and the concept of accountability (Triyuwono, 2006: 356). Thus, Syariah enterprise theory was formed.

Syariah enterprise theory asserts that what underlies the determination of its concept is that Allah is the Creator and sole owner of all resources in the world. Allah as the main source of trust, therefore resources possessed by stakeholders is a mandate from Allah which within it contains a responsibility to use in the way and purpose as determined by the Giver of Trust (QS Al-Baqarah [2]: 254 and 267).

The contents of these verses provide an understanding that in each of the assets owned contains the rights of others, such as: the rights of the poor, neglected orphan, *IbnuSabil*, and others (Slamet in Triyuwono, 2006: 356). The statement explained that in the wealth created by the operational activities of Syariah banks there are rights that should be distributed. Thus, is the view of syariah enterprise theory that wealth does not only applies to participants that contribute directly to the company, such as shareholders, creditors, employees, and the government but also to other parties that are not directly related to the company's operations as well as those who do not provide financial contributions and skills.

In principle, syariah enterprise theory provides a main form of accountability to Allah vertically which is then elaborated further on the form of horizontal accountability toward humanity and the natural environment (Triyuwono, 2006: 358). Syariah enterprise theory views stakeholders as those who are given mandate by Allah to manage and distribute wealth to all beings on this earth.

Performance measurement in conventional perspective

Performance is a consequence and outcome from a determined goal, which has important purpose for planning, evaluating and strategic activities. W. Edwards Deming (1982) in his book titled "Quality, Productivity, and Competitive Position", emphasize the importance of performance measurement with his statement: "If you can't measure it, you can't manage it". Therefore, without evaluation, managers will not be able to know whether they have implemented the company's vision, mission and strategy correctly.

El-Hawary et al. (2007) states that there are several types of performance measurement models that are often used for Syariah banks including EVA™, Balanced Score Card (BSC), and CAMELS. Additionally, El-Hawary et al. (2007) explained that these performance measurement models did not fully take into account the unique characteristics of Syariah banks. This is proven by how these performance measurement systems still focus on the role of Syariah bank as a business organization.

Economic Value-Added (EVA™)

EVA™ was first formulated by Stern Stewart Corporation which focuses on the measurement of managers performance in increasing shareholder value. EVA™ is calculated by modifying the excess of net income after tax on weighted average costs (see Dierks and Patel (1997)). EVA™ is recognized as the key to creating wealth for shareholders (Fortune, 1996).

Although EVA™ is claimed to be one of the performance measurements that deserve to be analyzed, some have criticized this performance measurement. Biddle et al. (1998) stated that there is no evidence supporting that EVA™ is related to the rate of return on equity and an increase in firm value. This performance measurement is only limited to showing an increase in net income. Another study conducted by Griffith (2006) found that EVA™ cannot be used as performance predictor but only as a compensation measurement system model for management who attempted to increase shareholder value.

EVA™ according to Adib and Khalid (2006) is a performance measurement that only emphasizes the financial dimension. This measurement only serves the interests of shareholders to maximize wealth and ignore the interests of other stakeholders. This of course is not in accordance with the Syariah perspective.

CAMELS

CAMELS method was adopted from bank regulators in North America in evaluating financial and managerial health in commercial financial institutions. CAMELS have six measurement indicators developed from the idea that each indicator represents the main element in bank's financial statements. The five indicators are Capital, Asset quality, Management, Earnings, and Liquidity

Hasbi dan Haruman (2011) explained that a bank's health assessment for capital indicator is measured by the capital adequacy ratio, asset quality is measured by the quality of productive assets ratio, earning is measured by bank profitability ratios and liquidity is measured from bank liquidity ratios. For management quality, the assessment is based on capital management, asset management, general management, profitability management, and liquidity management to support quantitative measurements.

CAMELS is not spared from evaluation and criticism especially when this performance measurement is implemented in Syariah financial institutions, especially Syariah banks. Triyuwono (2011) states that CAMELS based performance assessment system are dominated by financial aspects. This can be seen that from five factors that are established, the four factors that are assessed using financial ratios are considered the most important and main aspects. Only management uses a qualitative approach, and even then it is oriented towards explanations that have the capacity to support financial performance.

The dominance of quantitative assessments that uses financial ratios by relying on historical data on financial statements provides a limited view solely in term of profit reality without being able to photograph the reality of the process behind the profit creation (Triyuwono, 2003; Adib and Khalid, 2010). Meanwhile, Syariah banks operate based on Syariah values, which emphasize process as the main aspect compared to the results themselves. The assessment should not only be oriented to the reality of physical results (earnings) but also

the process that is laden with mental and social reality as well as spiritual reality in the creation and distribution of financial products. Hameed et al. (2004) asserted that CAMEL completely ignored non-financial valuations and did not prove to be a comprehensive performance measurement because it placed its focus on the short-term goals of the organization.

The Balanced-Score Card (BSC)

Balanced Score Card (BSC) is a performance measurement that is considered to have a multidimensional model. Developed by Robert Kaplan and David Norton in the early 1990s, BSC has significant measurement strengths especially in relation to organizational strategy with each BSC performance measurements. The performance measured in BSC is financial performance, customer performance, learning and growth, and internal business process performance (Kaplan and Norton, 1996). The relationship of each of these performance measurements is a cause and effect, with the basic logic as follows, *first*, to succeed financially; companies must satisfy customers so that they will always choose to buy their products. Furthermore, companies must always process efficiently to gain business advantage.

Second, in order to maintain the superiority of future business processes, the company must continuously learn to improve the quality of their internal processes.

Third, the company must carry out continuous study related to what the customer wants, and this must be internalized into the business process to improve customer satisfaction

Although the BSC is relatively better compared to other performance measurements, the BSC is still criticized. Maltz (2003) states that BSC is actually not appropriate to be called a multidimensional measurement. This is because BSC fails in: 1). Measuring employees and suppliers contributions that should help the company achieve its goals. 2). Identify the role of community and environment in which the company is located. 3). Measuring other stakeholders' contributions.

Neely et al. (2001) evaluated BSC from the failure of this performance measurement in investigating the role of employees, suppliers, work partners such as regulators, and the community which should have a major impact on the success of an organization's performance.

Smith (1998) also points out the failure of BSC in identifying the role of employees, especially when BSC is used to measure the performance of service companies.

In anSyariah perspective, BSC is unable to measure the performance of Syariah banks comprehensively. There are several other stakeholders in Syariah banks which are equally important to consider. For example, in the community's perspective, the performance of Syariah banks provide positive values such as fair credit distribution, handling of *zakat* funds and *sadaqah*that are in accordance with the rules, and so on. Other stakeholders that are important substances in SyariahBanks and are unable to be measured by BSC are accountability towardAllah, given that the role of Syariah banks as business, social and da'wah entities.

Moving on from various criticisms of financial health measurements that have been implemented in Syariah banks, several studies of performance measurement modification have been carried out as an effort to improve performance measurement for Syariah banks. Hameed et al. (2004) built a performance measurement for Syariah banks through modification of the Balanced Scorecard which is referred to as the Syariah index. This index consists of four indicators, namely one financial indicator and three disclosure indicators which is Syariah compliance disclosure, corporate governance disclosure and social or environmental disclosure. Although the Syariah index performance measurement is claimed to be more holistic than CAMEL and BSC, three of the four indicators are formulated using accounting information as the main data source and only one indicator that explains the process, namely the Syariah compliance disclosure indicator.

Triyuwono (2011) developed the concept of a Syariah bank health assessment system based on Syariah values called ANGELS. ANGELS which consists of *amanah* management, non-economic wealth, give out, earnings, capital and assets is formulated based on three aspects, which is process, results and stakeholders in the Syariah version. Accountability to Allah and the inclusion of recipients of *zakat*, *infaq* and *sadaqa*

stakeholders is one example of the concept offered by Triyuwono (2011). ANGELS performance measurement seems most appropriate with the characteristics inherent in Syariah banks, but unfortunately is still limited to the theoretical philosophical level and has not been grounded into empirical reality. Meaning that this concept is still limited to the conceptual level thus still does not have a concrete measurement formula that is ready to be implemented in the field.

DISCUSSION

In regards of the health of Syariah banks, Bank Indonesia has issued a Bank Indonesia Regulation (PBI) number 13/1/PBI/2011 dated January 5, 2011 concerning Assessment of Commercial Banks Health. The regulation stipulates that to measure the performance of Syariah banks one must use RGEC, which replace CAMEL, and consists of (1) risk profile, (2) Good corporate governance, (3) earnings, and (4) capital. The management proxy used by CAMEL as the only qualitative assessment is not to be used anymore. The stipulation of PBI number 13/1/PBI/2011 essentially did not bring progress but a decline. This is shown from the measurement of Syariah banking performance which is increasingly focused on aspects of business orientation alone. Meanwhile the characteristics of Syariah banks are supposed to be as business, social and da'wah entities. Hence, the role as social and da'wah entity are ultimately unable to be captured by RGEC or CAMEL performance measurement, in addition to the processes and results that should be in accordance with Syariah values that are also unable to be measured by RGEC and CAMEL.

The performance measurement of Syariah banks as determined by BI is more focused on financial aspects. Inadvertently, the PBI regulation number 13/1/PBI/2011 controls the management by giving pressure through financial performance indicators as the main benchmark in performance assessment. The regulation directs management behavior to carry out their functions and duties to prioritize financial achievement. This is contrary with the vision and mission of Syariah values in Syariah banks which emphasize on the process of profit creation, the process of social roles and the process of *da'wah*. Therefore, for a performance to be considered as successful,it is not enough to see the success of the financial aspects, but one must be more comprehensive than that. In this regard, building a model for measuring Syariah banks performance in legal perspectives must be carried out with several analytical consideration as follows:

First, law serves as a means to control, change or even create new behaviours. Law also plays a role in directing the behaviour of individuals, communities and organizations in carrying out their functions and duties. Sociologically, law ultimately guides humans to materialize concrete action in accordance with what is stipulated by the law. The same functions are done by Syariah banking laws and BI regulations to guide and direct the performance of Syariah bank management in accordance with what is stipulated in the regulation.

Constructing performance measurement model for Syariah banks provides new insights and perspectives for regulators regarding alternative methods of effective performance measurement for the characteristics of Syariah banks (Kamali, 2008). Not only does it provides changes in the level of perception but also changes in regulators' awareness to make improvements to Syariah banks performance assessment system.

The implementation of a concrete model for performance measurement based on Syariah values through legal provisions, both by laws and regulations stipulated by BI provides an increasingly integral scope of regulation. The regulations then directly controls behavior and even creates new behaviors for management to design and implement operational strategies that emphasize processes and results based on Syariah principles.

Second, the law's function as a means of controlling behavior as described above will encourage management to proceed in accordance with Syariah values. The pressure factor for performance achievement implemented through other laws and regulations assure management to not only focus its policy strategy on achieving financial performance. Aside from achieving financial performance, management also focuses on processes and results on financial and non- financial aspects based on Syariah values. Therefore, reconstruction of Syariah bank performance measurement model is very important. Performance measurement

models that are built from Syariah values will be able to grasp the process and result aspects that are more holistic and comprehensive in accordance with the role and identity of Syariah banks. Not only will it measure the process and result of the financial aspects but also social and *da'wah*.

Third, a strong legal basis can protect and guarantee the rights of Syariah bank customers and other stakeholders. Hence, the law is an instrument to serve the community in achieving prosperity. Islam as a vision and mission of Syariah banks sees prosperity not only in the material aspects but also in mental and spiritual aspects. Establishing laws and regulations on the performance of Syariah banks in accordance with Syariah values legitimizes the regulation as an instrument to achieve physical, mental and spiritual well-being (Mollah dan Zaman, 2005). These laws and regulations strengthen Syariahbanks to implement its commitment to provide holistic welfare, which is not limited to financial but also non-financial aspects. Processes and results of the business, social and *da'wah*aspects that are in accordance with Syariah values is one of the way to achieve physical, mental and spiritual well-being. Performance assessment is no longer only aboutthe performance of Syariah banks in achieving physical welfare for stakeholders but also mental and spiritual well-being.

Culture transformation through Syariah Bank performance measurement model

Performance measurement of Islamic banks has cultural transformative power. This can be explained as follows. *First*, when examined carefully, Syariah bank performance measurement system should not be seen solely as a measurement tool. Along the line, this system will become a culture as a behavioral pattern that is carried out continuously. Performance measurement tools have transformative strength in organizational life. This system can influence management in managing the organization. If the Syariah bank performance measurement system only focuses on one dimension "the bottom line", which is the achievement of financial profit or earnings, then the management of Syariah banks in managing the organization and make operational decision will be oriented solely on maximum profit (Dusuki, 2007).

The above mentioned is the cause of reduction in the process and result dimensions in business, social and *da'wah* aspects based on Syariah values. This indicates that management may have not realize that what they been doing so far has violated the Syariah principles they adopted. This is due to the management position being under pressure by the Syariah bank performance measurement system that was never designed to account for performance holistically in accordance with Syariah principles.

Syariah based performance assessment model is a system based on Syariah values that focus on processes and results, in which the good and bad of Syariah banks management is measured by their process and result. Meaning that if a Syariah bank generates profit in a certain period, the bank cannot claim to have a good performance before the way they achieve this profit is truly in accordance with Syariah values. This kind of performance assessment model will directly transform and emphasize management performance to focus on processes and results on aspects of business, social and *da'wah*. Not only management behavior but also for customers, shareholders, regulators and other external parties. A process that provides multiplier impacts.

Second, the measurement of Syariah banks performance based on Syariah values leads management to implement brotherhood and justice through a transformation of viewpoints that there are no winners or losers in business activities. Justice as a social and cultural orientation, contributes to brotherhood and justice as well as implementing economic activities in the context of Syariah banks as an intermediary institution. Syariah banks through this performance measurement system are required to identify projects that serve people who have skills but do not have the capital to finance the project. Hence, the main orientation is on business prospects and not the amount of collateral they have.

When faced with the main function as an intermediary institution between parties that have a financial surplus with those who need funding, the spirit of brotherhood and justice is prioritized. One of way to show this is by identifying funding based on objective criteria such as prospects and skills and does not prioritize solely on the amount of collateral held by the prospective creditor.

Therefore, the measurement of Syariah banks performance based on Syariah values has an impact on the

active role of each Syariah bank team in developing a productive society. In accordance with the demands toward Syariah bank that income and wealth must be distributed equally, the distribution concentration must not only focus on certain entrepreneurs. This is in accordance with what is stated by Allah in Quran 02:29 as the basic value of Syariah banks that, source of income and wealth must be distributed equally because all resources are gifts from Allah for all humankind. Every economic user has the same opportunity to obtain financing based on business skills and prospects. Equitable economic improvement has a positive systemic impact on both direct business user and the environment associated with the project such as employees, suppliers and communities where businesses reside (Chapra, 2010).

Third, Omar et. al. (2008) stated performance measurement of Syariah banks has an impact on the internalization of Syariah ethical values that underlie the construction of the Syariah bank performance assessment system. These values are internalized in the strategic management system as a corporate culture in a behavior pattern that occur continuously. Meaning, performance assessment of Syariah banks guide and require Syariah banks to implement a strategic management system based on Syariah values. The management team systematically and flexibly leads toward the achievement of assessment objectives of Syariah banks which at the same time guarantee the practice of Syariah ethics. In the end, Syariah ethics is not implemented only as a symbol but as a substance and grounded in the day-to-day operations of the bank.

For example, the performance measurement of Syariah banks leads Syariah banks to ground Syariah values through innovations in both products and overall management innovations such as service management, marketing management, financial management and others. Innovation is an important aspect to respond to banking business competition and changes in the business environment and community conditions. In this regard, innovation is an important step for Syariah banks in responding to competition and change. It must be noted however that the values of Syariah ethics are a logical consequence for Syariah banks (Mohammed et al.,2008). Therefore, the obedience of Syariah banks in developing innovation must be in the frame of Syariah ethical values. In fact, this is a characteristic or uniqueness and competitiveness that conventional banks do not have.

Another example of the impact of performance measurement in building a positive culture is the internalization of Syariah ethical values in strategic management system on Syariah banks transparency aspects through accountability in the context of accountability toward Allah and stakeholders. Accountability toward Allah is manifested in the implementation of Allah's laws in practice. Accountability toward stakeholders is manifested in as a formal accountability in the form of financial statements.

Fourth, the real social impact of implementing Syariah bank performance measurement is the compliance of Syariah banks in distributing wider wealth compared to conventional banks. The factor of wealth distribution is included in the barometer of Syariah bank compliance with Syariah ethics. The ability of Syariah banks in distributing welfare is one of the indicators measured in Syariah banks performance measurement. Welfare according to Islam must be distributed fairly and transparently to those in need. Performance measurement sets out two indicators of welfare distribution, namely direct participants and indirect participants. Direct participants are parties who interact and contribute directly with Syariah banks in both financial and non-financial forms. Parties who interact directly in the financial context are shareholders, depositors, debitur, financing customers and others. Parties who interact directly in the non- financial context are management, employees, government and others. Indirect participants are parties who do not interact and contribute to Syariah banks but are entitled to the welfare section. They are in particular the poor both in the form of money, business financing without fees and returns, education, and others.

Performance measurement of Syariah banks makes the extent of wealth distribution as one of the indicators to the success of Syariah bank performance. This wealth distribution provides a much broader multiplier effect when compared to the shareholder-oriented wealth distribution ((Kuppusamy et al., 2010). All components, both those directly and indirectly related to the bank, feel the impact of the Syariah banks welfare. In the end, the welfare “cake” is not only “enjoyed” by shareholders but also all components that are related both directly and indirectly to Syariah banks.

CONCLUSION

So far, performance measurement of Syariah banks is still dominated by conventional financial performance indicators. The implication is that many stakeholders have difficulties in measuring the benefits of Syariah banking existence, especially in *da'wah* and social functions. This is because Syariah banks have very different success in their performance compared to conventional banks. Of course, the success of Syariah banking will be very different from conventional banking. If conventional measurement is used as a benchmark in Syariah banking, consequently, incorrect comparison will result between Syariah banking and conventional banking performance. Therefore, banking system becomes irrelevant and inappropriate to compare directly. The measurement of Syariah values attached to the performance of Syariah banking will not be able to be used as a benchmark with conventional banking. This is related to the noble intention of the objectives and establishment of Syariah banking, namely to provide better community life by applying the principles. Hence, it is necessary to develop performance measurement in accordance with Syariah values inherent in Syariah banks.

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Model of Customer Satisfaction and Loyality

Modelo de satisfaccion y lealtad del consumidor

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ABSTRACT

This study presents an empirical model of service quality and appropriate relationality for cellular operators, so that service users can achieve high satisfaction and loyalty. This occurs at the level of the prices offered for the lower middle segment, as well as at the level of quality for the upper middle segment. The method used is the descriptive and verification survey. The sample consists of 285 students in the third semester of eight tertiary institutions. To measure all the constructions and indicators a research questionnaire was used and the method of data analysis was SEM (Structural equation modeling).

Keywords: Customer loyalty, customer satisfaction, perception of service quality, relational quality.

RESUMEN

Este estudio presenta un modelo empírico de calidad de servicio y relacionalidad apropiado para operadores celulares, de modo que los usuarios del servicio logren una alta satisfacción y lealtad. Esta se produce a nivel de los precios ofrecidos para el segmento medio inferior, así como al nivel de calidad de servicio para el segmento medio superior. El método utilizado es la encuesta descriptiva y de verificación. Se tiene una muestra de 285 estudiantes del tercer semestre de ocho instituciones terciarias. Para medir todas las construcciones e indicadores se utilizó un cuestionario de investigación y el método de análisis de datos utilizado fue SEM (Modelado de ecuaciones estructurales).

Palabras clave: Calidad relacional, lealtad del cliente, percepción de la calidad del servicio, satisfacción del cliente.

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INTRODUCTION

This research was carried out in the West Java region, in addition to the fact that West Java province is the most populous province in Indonesia so the market potential is very broad, it also has a high level of competition, and the construction of cellular infrastructure networks is faster than other regions. That is, the development of cellular products and market conditions in the West Java region has been more advanced compared to other regions in Indonesia. The implication, the condition of competition in the cellular business in this region is also higher than the conditions of competition in other regions.

With the high level of competition, as the results of the (Sri Ningsih Minarti & Segoro, 2014), there is a high number of cellular customer loyalty in West Java. This is reinforced by the results of preliminary research (MacNeal & Dinulos, 2006) cellular customers in West Java, especially the student segment is relatively sensitive to the enticements of other cellular operator offers that include tariffs, bonuses, and cheap card-phone packages that cause them to be disloyal.

For these reasons, the discussion on customer loyalty in cellular telecommunications services is considered very relevant. With the research on customer loyalty in cellular telecommunications, it is expected that an understanding of the causes of customer loyalty will occur, and this understanding can be used to anticipate customer movements, especially when *mobile number portability* (MNP) will later be implemented in Indonesia.

In this study Bandung city objects will be taken, because according to (Fitriyani & Helmud, 2016), that revenue, the number of BTS (*Base Transceiver Station*), and traffic about 60% for mobile phone operators in general in West Java, namely in Bandung, the remaining 40 % in other cities. Likewise, based on the results of research by (BCG, 2017) that in general cell phone customers are less loyal, and move the another operator is a customer of the student segment.

This statement is also in line with (Segoro, 2013) research findings, that student customers are proven to have high intention to switch service customers. Therefore, in this study cellular phone customers will be taken from the student segment in the largest tertiary institution in five cities in West Java Province.

Based on the phenomena and some of the results of previous studies, it is interesting to examine the interrelationship between constructs of perceived service quality, tethering factors, and relational quality that affect cellular customer satisfaction and loyalty.

In general, research on customer loyalty that has been done previously emphasized on efforts to analyze the factors that influence customer satisfaction (S.N. Minarti & Segoro, 2014; segoro, 2013). The studies stated that the higher level of customer satisfaction with the company, the higher level of loyalty. The other research states that satisfaction factors alone are not enough to examine aspects of customer loyalty (Maydeu-Olivares & Lado, 2003). Then subsequent research tries to include other variables that are antecedents of customer loyalty. (Riorini & Widayati, 2015) examined the influence of service quality perception on customer satisfaction and loyalty, increasing perceived service quality would cause these customers to be loyal.

Previous studies indicate that customer loyalty is influenced by customer satisfaction and customer satisfaction is influenced by the service quality perception to consumers. However, customer satisfaction does not always affect customer loyalty. This indicates the existence of other factors that cause customer satisfaction and loyalty. These other factors come from individuals who become obstacles to not divert the use of products or services from other companies which are called *mooring factors.* In addition to factors within individuals, another factor that also affects customer satisfaction and loyalty is the relational quality that exists between the customer and the company.

LITERATURE REVIEW

In previous studies, The service quality perception by many researchers was used as an antecedent from customer satisfaction and loyalty (Rihova, Buhalis, Moital, & Gouthro, 2015). However, customer are not always loyal and have a high tendency to switch brands. This shows that to keep customers loyal in the long run, factors that are more than just *service quality perception are needed.*

(Bansal, Mendelson, & Sharma, 2001) explain that the cause of a person not moving or becoming loyal is also caused by the presence of *mooring factors.* These factors have a direct relationship and are negatively related to consumer intentions to switch brands. This means that if consumers feel "moored" (*"moored"*) on a brand, then they tend not to switch brands or loyal. Earlier, (Bansal, Taylor, & James, 2005) explains that in addition to having fastening factors in the marketing strategy to create customer loyalty, companies are generally pursuing a strategy of pushing (*push strategy*) and compelling strategies (*pull strategy*) to influence consumer choice.

Variable dimensions of the strategy to push (*push strategy*) include: improving the quality (*quality*), satisfaction (*satisfaction*), the value (*value*), price (*price*), confidence (*trust*), and commitment (*commitment*). Research shows that consumer ratings are low on each of these dimensions, more likely to make consumers have the intention to move or not loyal.

The next strategy is the *pull strategy,* which is measured through *alternative attractiveness.* Research shows, the higher the appeal of alternative other products or services, the greater the desire for someone to move or become disloyal.

Relating to the attitude and switching characteristics and switching costs which are the inhibiting factors, (Segoro, 2013) explained that switching costs reduce trust and satisfaction so that it affects customer loyalty. (Blok et al., 2007) also found that the switching cost factor (an element in the fastening factor) directly affects satisfaction.

Another variable that is also important in analyzing customer satisfaction and loyalty is *relationship quality.* (Žabkar, Brenčič, & Dmitrović, 2010) argues that relational quality has a significant influence on actions taken in the future. Research conducted by (Vesel & Zabkar, 2009) revealed that relational quality has a positive influence on customer satisfaction, then satisfaction is also a positive effect on customer loyalty. The explanation above indicates that in addition to perceived service quality, the fixing factors and relational quality have great potential for customer satisfaction and retention.

According to the study of (Bansal et al., 2005), in addition to The service quality perception, one's desire to be loyal and not switch brands, it is also influenced by inhibiting factors. The higher the influence of the factors that hold a person to switch, for example switching cost factors, family (social environment), attitude (*attitude*), characteristics, and *variety seeking,* the higher the level of loyalty.

Meanwhile, based on research by (Segoro & Widiawati, 2019), it is stated that, in order to gain customer loyalty, one must first obtain the trust of consumers. Trust is the ability to make judgments by processing information on perceived experience.

(Költzsch, 2006) states that the behavior and practices of consumer trust affect loyalty to service providers directly. Consumer loyalty shows a variety of behaviors that mark motivation to maintain relationships with companies, including allocating more money for service provision, involving positive promotion and repeat purchases (Rihova et al., 2015).

Other research from (Coelho & Henseler, 2012) states that relational quality has psychological consequences, namely customer satisfaction and behavioral consequences that are customer retention. Satisfaction is one indicator in increasing consumer loyalty. The higher the satisfaction, the higher the loyalty (Riorini & Widayati, 2015). However, now customer satisfaction no longer plays a role in guaranteeing a continuous consumption pattern of services (Chui et al., 2010). Perception of service quality, inhibiting factors,

and relational quality can provide several benefits to the company, especially in providing a direct influence on the formation of consumer satisfaction (Bansal et al., 2005).

In order for satisfaction to affect loyalty, cumulative satisfaction or satisfaction often occurs, in such a way that individual satisfaction episodes become a unified collection of satisfaction. However, to determine customer loyalty is still needed a variety of other things (Maydeu-Olivares & Lado, 2003), one of which is trust. Trust arises from a quality relationship between buyers and companies in the consumption process.

Figure 1, in this research is a development of previous studies conducted by (Bansal et al., 2005) and (Kim, Park, & Jeong, 2004) and other previous researchers.

The following in Figure 1:

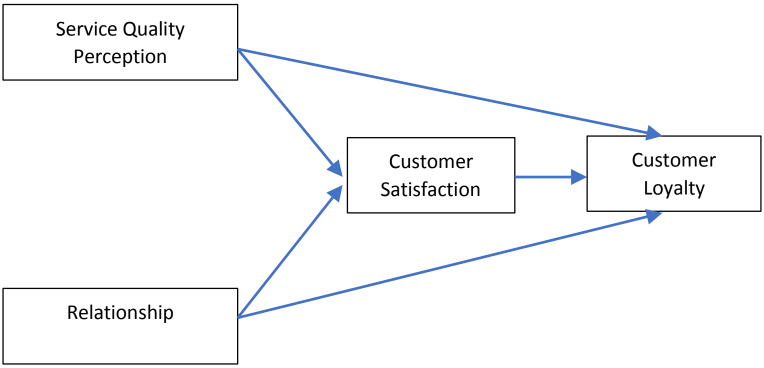


Figure 1. Conceptual model

METHODOLOGY

The choice of population or object of research must consider whether prospective respondents can be expected to easily take the time to provide the information or data needed (U.S. Department of Education, 2014). Furthermore, as previous research stated that students are very effective as objects of research on mobile users in Indonesia (Segoro, 2013).

In addition, reinforced by *Ericson Consumer Lab's* research results stated that in the cellular business, adolescent demographics have the potential to be a cause of high rates of cellphone use and are active in using it. The study also mentioned that the cellular telecommunications business market in Indonesia is dominated by young people, including young people in it, (segoro, 2013). Because it is very appropriate if students are used as objects of research.

Referring to the statement above, the unit analyzed in this study is the final year students as customers who use cell phones, especially in the West Java regional region, because based on data, the growth rates in West Java are still developing.

The population unit is taken from students who have cellular telephones in several large universities in the city of Bandung, because of revenue, the number of BTS (*Base Transceiver Station*), and traffic around 60% for mobile phone operators in general in West Java, namely in the City of Bandung, the remaining 40% in the City- other cities (Alamsyah, Paryasto, Putra, & Himmawan, 2016); so it can be said that the City of Bandung can represent the Province of West Java in the activity of using Cell Phones.

Final year students are taken as population, because based on observations in West Java and strengthened by the results of previous studies, namely cell phone users who are the most active and relatively

experimenting with new cellular services, both in terms of their phones and cellular operators, and have more than one cellular service is generally student (Rohayati, 2006, 153).

Likewise, the cellular telephone examined in this study is a type of pre-paid, so it is appropriate if the final year students, namely the 2004/2005 generation are used as the unit of analysis, because according to (Segoro & Widiawati, 2019) the final level students have almost 46.5% already have jobs (already relatively well established), so it is assumed they can also represent as prepaid cell phone users.

Then the final year students logically fulfill to answer the questions in the questionnaire given. Requirements for students who are respondents are those who meet the following criteria: (1) Active using mobile phones. (2) Using one of prepaid cellular operator services, either Telkomsel (GSM), Indosat (GSM or CDMA), Exelcomindo Pratama (GSM), PT. Telkom Indonesia (CDMA), Bakrie & Brother (CDMA), or Smart Phone (CDMA). (3) Have used operator services (which are currently being used between one of the above) for a year or more. One year is used, with the consideration concerned that he has gained sufficient experience in the services he has received from the cellular operator he is subscribed to, and may have experienced changing card numbers and other cellular operator services.

RESULTS AND DISCUSSION

Descriptive analysis

Overall analysis of service quality perception and relational quality in increasing customer satisfaction and loyalty to cellular telephone service providers can be tested descriptively as follows in table 1:

Table 1
Descriptive Test Results

Hypothesis	Total Score	Criteria	Conclusion
Ho: Quality perception underprivileged services drive the company telephone service provider cellular in providing service Ha: Quality perception service is able to encourage company company telephone service provider cellular in providing service	21586	Score are on between 19380 s/d 23940 Ho rejected Ha accepted	Quality perception capable service drive the company service provider cell phone inside provide services

Ho: Relational quality is lacking able to push service provider company cell phone inside building relationships relational to users cellular operator services Ha: Relational quality able to push service provider company cell phone inside building relationships relational to users cellular operator services	8791	Score are on Betwen 8721 s/d 10773 Ho rejected Ha accepted	Relational quality able to push provider company cellular telephone service in building relational relationship with users operator services cellular
Ho: Customer satisfaction less anticipated telephone service company cellular in providing user satisfaction service	15985	Score are on between 14820s / d 19380 Ho rejected Ha accepted	Customer satisfaction enough can anticipated the company cellular telephone service in giving satisfaction on
Ha: Customer satisfaction company can anticipate cellular telephone service inside give satisfaction to service user			service user
Ho: Customer loyalty less anticipated telephone service company cellular in providing confidence in users service Ha: Customer loyalty company can anticipate cellular telephone service inside give confidence to service user	13017	Score are on between 11628 to 14364 Ho rejected Ha accepted	Customer loyalty can be anticipated service company cell phone inside give out confidence in service user

Based on table 1 above, it turns out that together it can be said that The service quality perception is able to encourage cellular phone service providers to provide services and relational quality is able to encourage cellular phone service providers in building relational relationships with cellular operator service users, so that customer satisfaction enough can be anticipated cell phone service companies in providing satisfaction to service users and customer loyalty can be anticipated cell phone service companies in providing confidence in service users.

Hypothesis testing analysis

According to the research result and testing of the hypothesis above, an empirical model can be found as shown in Figure 2.

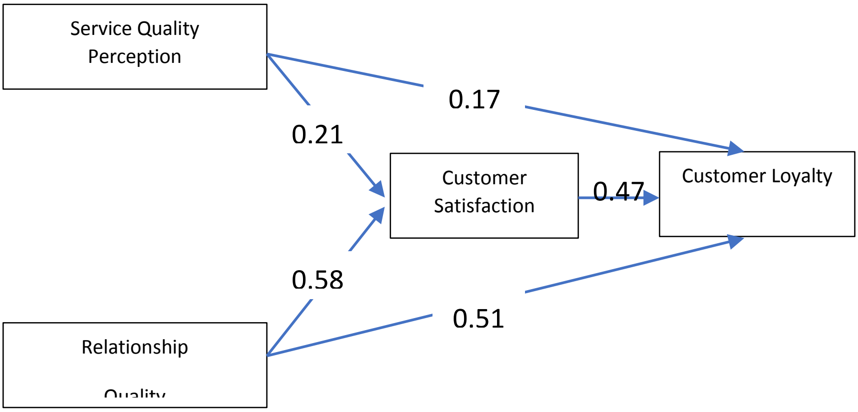


Figure 2.
Empirical model of service quality and relational quality

The findings obtained from this study are that the increase in customer loyalty of cellular telephone services, especially in the *affective loyalty* element, is determined by customer satisfaction, especially in the functional element in the use of cellular telephone services, while customer satisfaction can be achieved if the service quality perceived by customers in cellular operator services is increasingly good especially in the element of additional services and the increasingly good quality of the relational relationships established by cellular service operators, especially in the element of trust

Based on the results of the study, supported by data that the service quality perception has a positive effect on customer satisfaction, which means that the better the service quality perception of cellular operators, the more satisfied customers will be. The results of the above study support the results of research proposed by (Heskett, 2002) that in the *service profit chain* , service quality will affect customer satisfaction and customer loyalty which ultimately increases profit and growth. To reach loyal customers, companies must be able to offer products / services that can meet customer satisfaction and delight their feelings so that the customer wants to make a purchase.

And also based on the results of the study, supported by data that relational quality has a positive effect on customer satisfaction, which means that the better the quality of the relationship built by the cellular operator service company, the customer will be more satisfied. The results of the above study support the results of the study proposed by (Cater & Zabkar, 2009; Žabkar et al., 2010) states that the quality of relational relationships affects customer satisfaction. Studies on trust show that indicators of trust are a reason for someone to judge the level of satisfaction with a product or service. In addition, familiarity and cooperative efforts (partnering*)*

fostered by the company to the customer are also considered by the customer to assess whether he is satisfied or not with the services provided by the company.

Based on the results of the study, supported by data that the service quality perception has a positive effect on customer loyalty, which means that the better the service quality perception of cellular operators, the more loyal customers will be. The above research results support the results of research proposed by Turel and Surenko, (2004) that service quality is one of the factors that has a positive influence on customer satisfaction and loyalty in the cellular telecommunications industry, although there are still many other factors that influence consumer loyalty. Service quality is a factor that can increase customer loyalty, this shows that customers will be loyal if given services in accordance with their expectations. Likewise (Parasuraman, Zeithaml, & Berry, 1985) stated that service quality will encourage customer loyalty.

Likewise, based on the results of the study, supported by data that relational quality has a positive effect on customer loyalty, which means that the better the relational quality built by cellular operator service companies, the more loyal customers will be. The results of the above study support the results of the study put forward by (Cronin & Taylor, 1994) that the quality of the relationship with customers is a system that can be an intermediary in maintaining individual loyalty. Not only is the quality of service actually able to increase customer loyalty, but the quality of relational relationships will also affect customer loyalty.

Then reinforced by (Bansal et al., 2005) which states that the quality of the relational relationship between companies and customers is an ability to recognize customer behavior processes that will create loyalty and to actively manage it.

CONCLUSION

In order to increase the service quality perception of cellular telephone service companies, the priority of the company's attention is on the elements of service quality perceived by users of cellular telephone services which include signals, fluency in using (no interference), completeness of cellular number service facility features, cellphone feature completeness in utilizing cellular operator service features, customer service attitudes of cell phone operators, speed of complaint response through customer service, ease of reloading pulses, speed of refilling pulses, ease of registering on cellular phones when first using .

The quality of relational relationships must be improved by cellular service provider companies, especially those covering elements such as the trustworthiness of cellular operators being used today, trust in the reputation of cellular operators currently used, often attending joint meetings with fellow cellular customers used when this, the ease of finding outlets (customer service *outlets)* of cellular operators in use today.

Customer satisfaction of cellular operator service users must be increased by cellular service provider companies, especially customer satisfaction which includes elements such as calculation of the cost of SMS between operators currently used and other operators, honesty in setting tariffs carried out by cellular operators used when this, the payment process (use of pulses) the use of cellular telephone operators currently used, handling customer complaints from cellular operators currently in use, customer service assistance from cellular operators in use today, the suitability of advertisements with services provided from cellular operators, services cellular operators are used today because they are in line with expectations, cellular operator SMS services are used today because they are in line with expectations.

Loyalty of customers of cellular operator service users must be enhanced by cellular service provider companies, especially those that include elements such as being eager to provide input to Cellular Operators that you are currently using in order to improve their services, happy to use features other than conversations and SMS that offered by this operator (for example: GPRS, using a personal dial tone, etc.), referring to friends / relatives / family to use the cellular card used today, because it is more profitable, referring to friends / relatives / family to use the cellular card used at this time, because the service is good, and the service advantages of the cellular operators currently used compared to other cellular services.

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Assessing E-Business at Small and Medium-Sized Travel Agencies

Evaluación de negocios electrónicos en pequeñas y medianas agencias de viaje

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ABSTRACT

This article presents an analysis by using an electronic commerce model. The model was tested in 31 small and medium-sized travel agencies in West Java, Indonesia. In the second year, we conducted a qualitative approach by establishing a focus group discussion (FGD). The content analysis was applied to obtain a clear result of various information and resources of the FGD. The results were analyzed using NVivo 10 with a process of data reduction and showing that, in terms of technological and organizational preparation, most travel agencies have managed the electronic business from customer relationship management to the system of operations.

Keywords: E-business, travel agencies, West Java Indonesia.

RESUMEN

Este artículo presenta un análisis mediante el uso de un modelo de comercio electrónico. El modelo se probó en 31 agencias de viajes pequeñas y medianas en Java Occidental, Indonesia. En el segundo año, realizamos un enfoque cualitativo estableciendo una discusión de grupo focal (FGD). El análisis de contenido se aplicó para obtener un resultado claro de diversa información y recursos del FGD. Los resultados se analizaron utilizando NVivo 10 con un proceso de reducción de datos y muestran que, en términos de preparación tecnológica y organizacional, la mayoría de las agencias de viaje han podido administrar el negocio electrónicamente desde la gestión de la relación con el cliente hasta el sistema de transacciones.

Palabras clave: Agencias de viaje, Java Occidental Indonesia, negocios electrónicos.

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INTRODUCTION

Tourism is continuously evolving through the advancement of information and communication technology (ICT). This development has shifted the 'traditional tourism sector' towards the 'new tourism industry' [1]. It also influenced the entire tourism value chain by adding value to the services and products such as tourist destinations, accommodation, transportation, and tour packages [2]. The consumers are reciprocally adjusting to the new values, tourism products, and lifestyle, which has re-engineered by the latest technologies [3]. Thus, the use of ICT supports the development of the tourism industry and impacts management and service processes in the global tourism sector.

The evolvement has also dramatically changed the way of small and medium-sized travel agencies to be more electronically in their business process. The implication of e-business is seen from the more options created for both providers and the final consumer. Internet bookings, for example, has brought new independence for travel agencies and tourists [4]. The internet is used not only as an information source, but also a media to book everything online. With the use of the internet, the tourists even become their own travel agents managing their trips themselves and creating their own itinerary [5]. Consequently, under the power of the ICTs, new value chains and systems are emerging, and the travel agencies within the industry need to redesign the strategy, including their business process [6]. Hence, the use of technology has become an essential factor for travel agencies and ultimately forces them to implement e-business process as a standard in their activities.

The trend in the tourism business is in line with the growth of internet users in the industry. The data from Indonesian Internet Service Providers Association (APJII) indicates that in 2018, there are 171.17 million internet users or 64, 8 percent out of a total of 264.16 million people in Indonesia. This fact triggers various groups and companies to do business through the digital sector [7]. It is even supported by the implementation of the ASEAN Free Trade Area (AFTA) policy which enables a free flow of goods, services, investment and labor among the countries [8]. However, many travel companies, especially the small and medium-sized travel agencies, in Indonesia are still not able to compete globally [9] in terms of their readiness in the e-business process due to their lack of technology infrastructure and staff competencies [10]. With the total of 4000 travel companies in Indonesia and about 10% of the travel agencies operating in West Java [11], the capability of small and medium-sized travel agencies in facing the competition is still limited [10].

Seeing these issues, it is clear that there are significant problems regarding the capability of small and medium-sized travel agencies to adopt technology in their activities. The inability of these travel agencies to implement it becomes an obstacle to conduct business electronically that leads to the failure of travel agencies [10]. Travel agencies need to adopt ICTs to survive in a highly competitive industry. Therefore, assessing the capability of small and medium-sized travel agencies, especially in West Java, Indonesia, in implementing the e-business process becomes the primary focus in this longitudinal study. In the first year, we have assessed the e-business readiness of these travel agencies including the identification of the e-business development and strategy, and analysis of the affecting factors [10]. The result has produced a draft of the e-business assessment model. In the second year, we test the model to the small and medium-sized travel agencies in West Java and finally generate a result. The comprehensive analysis and the e-business assessment model, hopefully, provide a better understanding about the industry and an applicable tool used by travel agencies for their business process.

LITERATURE REVIEW

The highly competitive environment has challenged the way companies in doing their business. The capability of the company is seen through its ability in creating and formulating the right strategies based on knowledge and value to achieve competitive advantages. With the advancement of technology that brings new settings in the industry, the companies are forced to redesign the strategy, including their business process under the power of ICTs [6]. The adoption of technology in a business process has been proven to give benefits in increasing productivity and efficiency [12]. Players in the industry can obtain and exchange information rapidly through the e-business process [13]. Therefore, companies that fail to adopt this technological change will fall further behind.

E-Business

E-business practice starts to be used after the internet era. It becomes a company advantage and a strategic asset if used properly. E-business is described as a process in doing business through the internet and technological tools [14, 15]. Other authors define e-business as a procedure in managing and implementing main business processes using data technologies and computerized communication [16]. The e-business process facilitates how the data are managed, accessed, and used commercially for companies' purposes [17]. It also reduces administrative costs and improve quality and accuracy of information for decision making [12] by shifting company activities into (a) a faster and cheaper transaction in obtaining information, and (b) incorporated business process supported by various coordination in the company [10]. Furthermore, the e-business process is seen as one of the major communication channels to access customers, find new customers, and maintain relationships with customers [12]. Consequently, e-business can improve the company's achievements [18].

In another perspective, the power of ICT influences the corporate's business process internally. ICT, particularly the internet, changes the vital components in their business behavior and strategy. The benefits of conducting e-business are also evident, especially in increasing income and enabling the exchange of knowledge and information [19]. A study showed that while medium and large-sized companies have adopted the e-business practice profoundly, the small companies mostly applied the practice by outsourcing [18].

Factors in adopting E-Business

A company needs to adopt e-business as it is vital in many aspects of business activities, including sales, purchasing, and relationship with customers [20]. There are three critical factors in embracing e-business, including (1) Technological, (2) Organizational, and (3) Environmental (TOE).

Technological – it is defined as the company's readiness in the technical infrastructure and the staffs' competencies in the field of ICT. The availability is not only emphasized in physical assets but also the capacity of human resources in handling the physical assets. Technology infrastructure provides networks using the internet; while human resources implement their skill and knowledge in managing the process [21]. Technology integration accelerates the company performance by improving services to customers, reducing procurement cost and time cycles [22]. It also needs good coordination from various parties of the value chain. Therefore, the application of technology in the business process requires a broader integration with sufficient capacity [23].

Organizational – The company size is a significant element in adopting e-business. Large companies tend to pursue innovation using the latest IT to get benefits. However, they have a high bureaucratic level that may impede the decision-making process about new projects and ideas. On the other hand, in small companies, the application of IT is easier through cooperation and coordination with a lower bureaucratic level. This organizational level is imperative as it is related to the perceived barriers that may hinder the process and require huge costs [24]. Once the application can be obtained internally, the services and products can improve reciprocally [25].

Environmental – the utilization of ICTs is measured by the extent of the internet has penetrated in a country. A company needs to comprehend this trend as it reflects the potential target market in the industry [21]. Furthermore, there are also pressure from the competitor in a similar industry that needs to be anticipated. However, the pressure from competitors may become a driving force for innovation instead. Studies have revealed that companies who enact innovation as their culture can excel in the industry. Consequently, the company can influence the industry resulting in a change in competition.

E-business practices in travel agency

Alter [16] stated that e-business is the practice of implementing and managing business processes electronically. It can be applied to travel agencies that are associated with many parties. In this regard, the e-business process is focused on product design, supply management, manufacturing, sales, order fulfillment, and service provision through the use of computerized communications, computers, and data technology. Furthermore, Maharjanti [26] explained that in running e-business in a travel agency, attention needs to be given on the following factors including (1) Customer Relationship Management, (2) Supply Chain Management, (3) Enterprise Resources Planning, (4) Enterprise Collaboration System, (5) Functional Business Information System, (6) Transaction Processing System, and (7) Partnership Program.

Customer Relationship Management (CRM) is an information technology for creating cross-functional systems by integrating and automating customer service processes in sales, marketing, and service products or services related to companies [27]. E-supply chain management is a management concept for integrating all of the company's business partners related to the supplier system of resources needed in the production process [28]. Meanwhile, enterprise resource planning is a concept for planning and managing organizational resources so that it can be utilized optimally to produce added value for all interested parties [29]. The enterprise collaboration system is an information system to support the company's activities in a semi-automatic or fully automatic way, such as employee attendance systems, making routine reports, scheduling meeting activities, and sending information via email. Likewise, the function of business information systems consists of marketing, production operations, accounting, finance, and human resource management. Furthermore, the transaction processing system is an information system used to support the management of routine business transactions, such as banking transactions, reservations, and ticket sales.

METHODOLOGY

This research is a longitudinal study that comprises two stages. In the first year, we used an exploratory descriptive approach conducted in an in-depth interview and literature study to produce a draft of the e-business assessment model. Next, in the second year, we applied a qualitative approach by setting a focus group discussion (FGD) to test the model. The primary focus of this paper is the second year research that is conducted in July 2019.

In the FGD process, the selection of travel agencies is emphasized by the extent to which they are considered to be key informants. The criteria of the informants are (1) members of Association of the Indonesian of Tour and Travel Agencies (ASITA) and (2) small and medium-sized travel agencies. The total of informants is 31 people that consists of owners, directors, commissioners, managers, supervisors, and staffs from travel agencies in Bandung, Cimahi, Bogor, Sukabumi, Kuningan, Cirebon, and Garut. These cities represent most areas in West Java. The interviews were audio-recorded while the informants filled the guidebook of e-business assessment model provided by the researchers. By using these techniques, the researchers obtain written and verbally accurate information during the FGD.

Content analysis was applied to obtain a clear result of various information and resources from the FGD. The qualitative content analysis aims to maintain the data from materials in a systematic way, so the result is transparent, easy to learn, and intelligible [30]. The data were analyzed using NVivo 10 with a data reduction

process. Reducing data is conducted through sorting, classifying, deleting unnecessary data, and organizing data to acquire conclusion [31].

RESULTS

The study has identified three main things that become the basis for the operational readiness of travel agencies to adopt e-business, including (1) technological readiness, (2) organizational readiness to support the use of technology, and (3) environmental influences in adopting the technology. The result indicates that in terms of technological readiness, travel agencies in West Java have been able to manage operations electronically. All travel agencies have used technology to run the company's operations. The technology used by travel agencies is already very well established in supporting operations, particularly in big cities such as Bandung, Cirebon, and Bogor. Most of the agencies have the IT staff even though they have no IT background.

Organizational readiness is manifest by the company's seriousness in managing an information technology-based business, although the use of technology is still as simple as adopting a windows system to run the company's operations and utilizing applications that are available at no cost. The result indicates that the desire of travel agencies to adopt e-business is very high, but with the high costs required, many travel agencies use systems or applications that are available at no charge. Some travel agencies use unpaid websites, social media, and OTA applications to carry out sales, marketing, financial, and administrative operations in their companies.

The level of bureaucracy in the West Java region's travel companies is not a barrier in adopting e-business because of the low level of bureaucracy and the limited number of employees**.** However, the main obstacle is the readiness of IT infrastructure and the human resources of the company. Infrastructure constraints are related to the availability of knowledgeable and experienced human resources to manage their IT infrastructure. The competencies are limited to running the operational business which mostly are not related to information technology.

Meanwhile, the environmental influences of travel agencies in adopting technology consists of three main factors including (1) adoption of technology by the market, (2) competitors of similar businesses, and (3) technology used by other companies. The result shows that travel agencies have a large market with capability in using the technology offered. Likewise, the technology used by travel agencies is the same system used by other companies at the same level. On the other hand, the biggest competitor of the travel company business today is the growth of OTAs such as traveloka.com and tiket.com.

The e-business process in small and medium-sized travel agencies in the West Java region consists of 6 dimensions which are (1) customer relationship management, (2) supply chain management, (3) resource planning, (4) collaboration system, (5) business information system, and (6) transaction system. CRM has been carried out by the majority of travel agencies, which are characterized by the possession of the company's website and the use of social media to connect with consumers. Supply chain management is carried out conventionally and electronically to manage service providers associated with the company, such as ticket providers, tour operators, other services in destinations. Resource planning in the travel agencies is more emphasized on the development of human resources in each company. The collaboration system is conducted between travel agencies and tour operators as well as other parties who manage to sell the products and services using a commission system. The business information system in the travel agencies is all operational activities that have been carried out electronically using an available application (Windows base) to manage administration, bookkeeping, report generation, planning of business activities, and marketing. The transaction system is a corporate transaction system that focuses on payment systems between consumers and companies or companies with service providers that can be done electronically (non-cash) and cash.

CONCLUSION

This study concludes that the e-business assessment model of travel agency generated from this research can be used to assess the readiness of a travel agency to run a business electronically. The generated model can be understood easily and be applied to small and medium-sized travel agencies. Furthermore, the e-business assessment model consists of an easy-to-fill form and is completed with a handbook. The practice of filling the model is conducted in the FGD activities. It intends to equate the perception of the model understood by the informants and to get a good response.

Meanwhile, the FGD needs to conduct on groups of companies that have the same characteristics, for example, the similarity of the types of technology used, the number of staff, the types of markets served, or other likenesses. It aims to obtain a more definite result of the e-business process at the same level travel agencies. Moreover, a broader page needs to be supplemented to outline all company assessments. The presented model only provides limited writing space that hinders the company to write down all the ideas that wants to convey.

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Local Governments Accountability: A Content Analysis of the Financial Audit Reports

Responsabilidad de los gobiernos locales: un análisis de contenido de los informes de auditoría financiera

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ABSTRACT

This research examines the financial accountability of local governments, based on the audited Regional Government Financial Statements. Data collected from the financial statements focussed on the village funds transferred from the Central Government to local governments in Papua Province, Indonesia. The regional authorities function as intermediaries to transfer the funds to villages. For analysis, the research applies a qualitative content analysis, using criteria from the Government Financial Accounting Standards (GFAS). The analysis reveals that financial reports still have many deficiencies; almost all reports do not utilise the GFAS. The study resolves that insufficiencies of reporting indicate the shortfall of financial accountability.

Keywords: Financial accountability, fiscal decentralization, Indonesia, village funds.

RESUMEN

Esta investigación examina la responsabilidad financiera de los gobiernos locales, basada en los estados financieros auditados del gobierno regional. Los datos recopilados de los estados financieros se centraron en los fondos de la aldea transferidos del Gobierno Central a los gobiernos locales en la provincia de Papua, Indonesia. Las autoridades regionales funcionan como intermediarios para transferir los fondos a las aldeas. Se aplica un análisis de contenido cualitativo, utilizando criterios de las Normas de Contabilidad Financiera del Gobierno (GFAS). El análisis revela que los informes financieros todavía tienen muchas deficiencias; casi todos los informes no utilizan el GFAS. Se concluye que las insuficiencias de los informes indican el déficit de responsabilidad financiera.

Palabras clave: Contabilidad financiera, descentralización fiscal, fondos de aldea, Indonesia.

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INTRODUCTION

The financial decentralization literature reveals the transfer of funds from the central government to regional governments. The literature describes that the central government allocates funds to the local governments for carrying out development and for providing public services to the local communities. The theory of decentralization explains that local governments understand the situation and problems to serve citizens better than the central government. Local governments can work more swiftly and answer to the needs of citizens (Oates, 1993).

According to Martinez-Vazquezet al. (2017) the study of fiscal decentralization has received much attention from researchers for three reasons. First, there is the widespread belief that fiscal decentralization is an effective policy to improve the efficiency of public spending. Second, fiscal decentralization can fix the failures of a centralized bureaucracy under the ruling political regimes in some developing countries. Third, fiscal decentralization can break the grip of the central government on the regional economy, especially regions rich in natural resources.

Since 1999, the fiscal decentralization policy in Indonesia began. This policy gives authority to regional governments to finance regional affairs regulated in the Law on Regional Government (Law 22/1999). In the same year the Law on Central and Regional Financial Balance (Law 25/1999) was issued, which became the basis for implementing fiscal decentralization[1].

The Indonesian government transfers several types of funds to local governments. Since 1999, the government has transferred the General Allocation Fund (DAU), the Tax and Non-Tax Profit Sharing Fund (BHPBP), the Special Allocation Fund (DAK), the Special Autonomy Fund (DOK) and several other types. Transfer funds have a substantial contribution to the regional budget. The Ministry of Finance noted 66 per cent of regional income came from transfer funds in the fiscal year 2017 (Kementerian Keuangan, 2017).

Since 2015, the Government of Indonesia has extended the practice of fiscal decentralization by transferring funds to the village governments. The Government rules the village funds by the enactment of Law Number 6 of 2014 concerning Villages (Law 6/2014). The Village Fund (Dana Desa, DD) is a transfer fund from the Government's national budget provided to village authorities throughout Indonesia. The funds are sent to the district/city budget to be forwarded to the village governments. Distribution of DD is not direct to the village governments. This phenomenon is decisive considering there are district / city governments channeling the distribution.

The presence of district/city entities as intermediaries in transferring funds can cause financial accountability problems. Most local government entities still have problems with financial accountability. About 75 per cent of audit reports on the Regional Government Financial Report (LKPD) in Papua Province still have a disclaimer opinion. The opinion indicates a lack of accountability and financial transparency. The leading causes of this problem are ineffectiveness of the Internal Control System (SPI), non-compliance with regulations, poor quality of human resources, lack of leadership commitment, and lack of supporting technology (Harun & Kamase, 2012).

Accountability of village funds in this study is defined as the appropriateness of presentation and disclosure of funds in the Regional Government Financial Report (LGFR or LKPD). This report is annually audited by the Supreme Audit Board of Indonesia (SAI or BPK), which then issues a Financial Audit Report (FAR or LHP).

The imprecision of financial accountability is seized as the foremost reason for this research. Financial accountability and management of public funds are among the most sensitive aspects of government activity in democracies. For Indonesia, since 2003, this country entered a new era in directing and controlling government finances. In that year, Indonesia enacted the State Finance Law (Law 17/2003), followed by two

[1]Both laws have changed, most recently with Law 24 of 2014 concerning Regional Government, and Law 33 of 2004 concerning Fiscal Balance of the Regional Center.

other laws governing the country's National Treasury (Law 1/2004) and Audits and Financial Management (Law 15/2004).

Accounting and auditing infrastructures are the primary vehicles in advancing the accountability of government finances. Chan emphasized that government financial accounting and reporting aim to protect and control public money and carry out accountability(Chan, 2003). To drive financial accountability, accounting and financial reporting regulate with government accounting standards. This standard consists of some criterion for assessing the accountability practiced by many countries(Allen, 2002).

The literature cites some definitions of financial accountability but is still changing. Every individual paper formulates the definition according to its operational needs. Premchand explains that the definition keeps on changing(Premchand, 1999). For this paper, financial accountability is interpreted as compliance by financial managers in preparing and submitting financial reports to stakeholders and the general public. This accountability can be measured by the criteria of conformity with government accounting standards and the adequacy of the information presented. Financial accountability is designed to furnish information to the public about government financial conditions and performance, service efforts, and achievements. The urgency of the topic is among others revealed by the practice of non-compliance with regulations including the possibility of misuse of public funds. To analyze the issue, the author elaborates the assessment criteria from the Government Financial Accounting Standards (GFAS) applied in Indonesia.

The research topic of fiscal decentralization has received much attention in economics, government administration and politics. Numerous studies illustrate the practice of devolution in developed and developing countries. The impact of fiscal decentralization on poverty, economic growth, income distribution, education and health services has been well documented in numerous publications publications (Kis-Katos & Sjahrir, 2017). The misuse and corruption of transfers funds have also got the attention of some scholars(Rinaldi, Purnomo, & Damayanti, 2007). However, the success of fiscal decentralization studies has not been accompanied by accountability and transparency research. For researchers in government financial accounting, this topic is momentous to add to the information of "how can misuse and corruption occur in the process of transferring funds between government entities?"

METHODS

This research practices a case study strategy as a means to provide a deeper understanding of how specific organizations as a unit of analysis choose a new accounting system. Yin (2017) proposed that a case study approach can be applied to develop and form theories. In contrast to quantitative approaches, a qualitative approach is designed to explain why and how issues connect to particular settings. The use of the method has previously appeared in various accounting studies investigating accounting changes in an organization(Feng, Cummings, & Tweedie, 2017).

The present study gained data from three kinds of documents: regulations of village funds, financial audit reports, and data from the Central Statistics Bureau. There were 87 audit documents utilized in the study. The reports belong to 29 local governments issued in three reporting years of 2015-2017. The statements were obtained from the Central Office of Supreme Audit Institution (BPK), Jakarta. The report consists of three books: Book I comprises the Local Government Financial Report, Book II holds audit results of the Internal Control System, and Book III contains the Compliance Audit Report.

Other documents used are regulations. Three regulationshave become fundamental references for DD management, namely:

(1) The provision on village financial management from the Ministry of Home Affairs;

(2) The rules on the priority usage of village funds, from the Ministry of Villages, Development of Underdeveloped Regions, and Transmigration;

(3) The procedures for allocation, distribution, use, monitoring and evaluation from the Ministry of Finance.

In order to collect and analyze the data from the reports, the research built up selection criteria applying the Government Financial Accounting Standards. Three standards are to apply in providing sufficient information in the LGFR, namely:

- Standard Number 3 on Cash Flow Report (GFAS No. 3)
- Accounting Bulletin Number 14 on Cash Accounting
- Accounting Bulletin Number 21 concerning Accounting of Transfer Fund.

This study analyzes reports and regulations using a qualitative content analysis approach. Some accounting studies already practiced this method (Guthrie & Abeysekera, 2006).Hsieh and Shannon suggested three approaches to qualitative content analysis, namely conventional, directed, and summative(Hsieh & Shannon, 2005). The conventional method analyzes and categorizes information into concepts (constructs) with coding derived directly from text data. A directional approach starts the analysis by selecting concepts from theories or research findings, which then become the basis of coding. Summative content analysis involves the calculation and comparison of content, followed by the interpretation of the context in which the research is based.

RESULTS AND DISCUSSION

The villages' funds

The Indonesian Government allocates village funds from the national budget. The funds increase every fiscal year. Starting in 2015, the Government sent funds around Rp.20,766 trillion (US$ 1,473 billion), increasing to Rp.46,982 trillion (US$ 3,332 billion) in 2016. The figure continued increasing and reached Rp.70 trillion (US$ 4,965 billion) for the fiscal year 2019. The Government allocates village funds at 10 per cent from the total transfer funds to the local governments (on top) (Government Regulation 60/2014). In 2019, each village is estimated to receive around Rp.934 million (US$ 66,235) (Ministry of Finance, 2018).

The primary purpose of transferring funds to villages is to encourage citizen participation for development. The argument is that development should begin from the kampongs because the majority of Indonesians live in villages. A sizable part of the population in the villages is still trapped in absolute poverty. According to the Central Bureau of Statistics, the number of poor people in the year 2018 was 25.67 million people, 61 per cent of whom living in rural areas (Central Bureau of Statistics, 2019). The distribution of village funds, according to President Jokowi, is a form of state policy towards "building from the periphery." (Rusdiyanta & Yono, 2018).

The Government's expectation to provide funds for villages is to continue encouraging the independent development of communities and move out of poverty. The Government expects that local governments can manage the DD properly by spending, supervising and reporting the funds according to laws and regulations. The regulations provide stages, principles and standards to follow by local governments. In the reporting stage, regional authorities should apply the Government Financial Accounting Standards, the regulation of financial accounting and reporting in Indonesian governments. Hence, the research adopts the compliance with Standards as the measure of financial accountability. A great deal of previous research into financial accountability has focused on accounting standards standards (Ellwood, 2003).

Village funds for Papua

Similar to other provinces, the districts and cities in Papua began to get DD since 2015. Total funds obtained is about US$1.316 billion, for the fiscal years 2015-2019 (Table 1). Over the past five years, two districts got more than US$100.000, namely Tolikara and Yahukimo; however, some only received US$5.000. On average every kampong gets US$68.000 for one fiscal year.

The growth index of the funds has increased, except in the 2017-2018 period (Figure1). The trend shows that every year the funds increase by US$59.000.

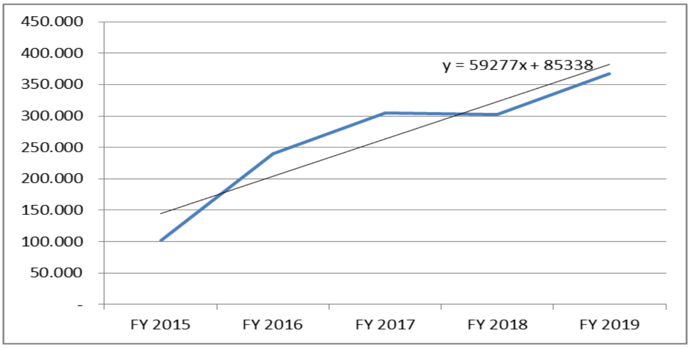
Table 1 Distribution of village funds for local governments,
Papua Province - Period 2015 - 2019 (thousand US$)

No	Local Goverment	2015	2016	2017	2018	2019	Total
1	Asmat	4.446	9.961	12.682	10.418	17.515	55.022
2	Biak Numfor	4.741	10.626	13.539	12.834	14.377	56.117
3	Boven Digoel	2.403	5.387	6.870	7.654	9.660	31.974
4	Deyai	773	3.219	4.098	4.400	6.602	19.092
5	Dogiyai	1.690	3.792	4.756	4.945	8.041	23.224
6	Intan Jaya	2.174	4.899	6.166	6.538	9.669	29.447
7	Jayapura	2.730	6.118	7.757	7.941	9.138	33.684
8	Jayawijaya	6.209	13.927	17.822	17.087	19.906	74.952
9	Keerom	1.871	4.241	5.357	6.036	7.054	24.559
10	Kepulauan Yapen	3.044	6.828	8.666	8.488	9.624	36.650
11	Lanny Jaya	6.734	15.113	19.178	17.475	20.737	79.236
12	Mamberamo Raya	1.601	3.617	4.602	5.615	7.437	22.873
13	Mamberamo Tengah	1.443	3.249	4.126	4.560	6.280	19.659
14	Mappi	3.310	7.404	9.364	9.593	12.831	42.503
15	Merauke	3.846	8.537	10.706	12.941	15.640	51.670
16	Mimika	2.719	6.094	7.672	8.707	10.405	35.598
17	Nabire	1.542	3.450	4.367	5.453	6.435	21.247
18	Nduga	4.777	10.718	13.675	12.577	15.200	56.946
19	Paniai	1.685	9.398	11.980	12.298	13.172	48.533
20	Pegunungan Bintang	5.448	12.218	15.560	15.533	17.963	66.723
21	Puncak	1.954	9.403	11.972	11.814	14.549	49.692
22	Puncak Jaya	5.862	13.152	16.792	17.273	19.893	72.972
23	Sarmi	2.009	4.449	5.564	5.948	7.023	24.993
24	Supiori	860	1.933	2.402	2.419	2.997	10.611
25	Tolikara	10.118	22.698	28.832	25.917	29.753	117.318
26	Waropen	2.026	4.549	5.806	5.954	7.303	25.638
27	Yahukimo	9.507	21.312	27.238	25.385	28.790	112.233
28	Yalimo	5.731	12.906	16.355	14.881	17.253	67.126
29	Jayapura city	394	888	1.127	1.310	1.830	5.549
	Total	101.649	240.086	305.032	301.996	367.077	1.315.840

Source: Details of Village Funds per district/city for the period 2015 - 2019, Ministry of Finance, Indonesia

Every year the value of village fund transfers to districts and cities in Papua continues to grow. Figure 1 displays the coefficient increase of the transfers about US$59,277 thousand. However, the rise did not evenly distributed to all local governments. Some districts increased as high as 4 thousand dollars per year, such as Yahukimo and Tolikara; but some risen only 500 dollars, Jayapura City and Supiori district. The difference is due to the number of villages, the price expensiveness, and the population.

Figure 1- Growth of village funds in
Papua Province for the fiscal years 2015-2019

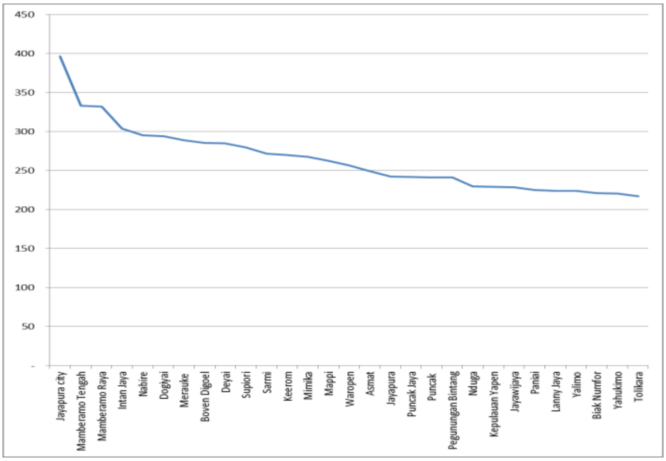


Notes: Vertical line - funds in US$ - thousand, horizontal line - Fiscal Year (FY)

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In contrast to the transferred funds for every local government entity, if we measure the funds for each village, it turns out that villages in Jayapura City seize the highest amount. Everyvillage in Jayapura City received, 60 per cent higher funding than the average village in Papua (Figure 2). This is because the number of villages in Jayapura City is only 14 entities. A small number compared to some districts with 500 villages, like Tolikara and Yahukimo.

Table 2 - The difference in transferred funds to villages by district/city (period 2015 - 2019)



Notes: Vertical line - funds in US$

Obligations of the Districts/City

To ensure that funds are well managedand reported, the Central Government regulates the implementation to be applied by local governments. The local governments are to obey the regulations covering the state of budget, allocation, distribution, implementation, reporting, monitoring and evaluation.

- **Budgeting**. Each district/city has to prepare a budget plan for the next year. Budget values refer to budget allocations determined by the Government - the Ministry of Finance. The budget is presented as a target in the Budget Realization Report (LRA).
- **Allocation**. The allocation arrangements, the funds' calculation for each village, are determined by the regulations of the regional head. The provision refers to the decision of the Ministry of Finance.The allocation has three parts, namely the primary allocation, affirmations allocation, and formula allocation. The primary allocation limits the minimum amount for any village, while the formula and affirmation allocations apply the variables of poverty, population size, and price of construction materials. The amount of formula allocation is calculated with the following weights: 10 per cent for the population variable, 50 per cent for the poverty rate, 15 per cent for the total area; and 25 per cent for geographic difficulty levels.
- **Distribution.** Furthermore, the district/city government distributes the funds according to the schedule from the State Treasury: March, July and October. If the local Government receives the funds, they have to transfer them to the villages immediately - no later than seven working days. For remote areas, which have not yet been reached by banking services, the regional head can determine a special arrangement. If local governments are not compliant in distributing funds to villages, they may be subject to sanctions from the Government by delaying the General Allocation Funds (GAF or DAU) or Revenue Sharing Funds (RSF or DBH).

- **Implementation.** The Central Government[2] regulates the priority usage of funds. For deployment in their respective regions, regional heads set the use of funds by preparing the Technical Guidelines for the Use of Funds. The Guideline applies to regulations issued by the Government.
- **Reporting.** District/city governments should spend time to facilitate villages to prepare accountability reports. Also, local governments provide semester reports to the Government.
- **Monitoring and evaluation.** Local governments are also required to monitor and evaluate the Remaining Budget Calculation (SiLPA). The amount of SiLPA reveals the portion of funds that have not been used by the village governments. A high amount ofSiLPA means the use of funds is not optimal. If the SiLPA reaches 30 per cent, the regional head is obliged to (1) request an explanation from the village head regarding the SiLPA, and (2) ask the inspectorate to conduct an audit. The problem of SiLPA can cause delays of DDtransfer.

The Accountability of village funds

The Government of Indonesia rules all government entities to prepare and present financial reports since 2005. These responsibilities are set out in Government Financial Accounting Standards, established in the Government Regulation Number 24, 2004. Next, the standards were replaced with accrual-based Government Financial Accounting Standards stipulated in Government Regulation Number 71, 2010.

Accrual-based accounting standards require all government units preparing and reporting seven types of reports. The reports are Budget Realization Report (BRR), Statement of Changes in the Excess Budget Balance (SEB), Operating Statement (OS), Statement of Changes in Equity (SCE), Balance Sheet, Cash Flow Statement (CFS), and Notes to Financial Statements (Notes). This study analyzes the contents of five reports - BRR, OS, Balance Sheet, CFS, and Notes. The other two reports excluded from the analysis because they only contain change summary of other reports - the LRA, and the SEB summarizes the BRR and SCE summarizes the OS.

Disclosure in the Cash Flow Statement

Local governments administer cash receipts and disbursements through the Regional Cash.At the end of the fiscal year, the government prepares a Cash Flow Statement (CFS)which presents information on cash inflows and outflows. There are four types of cash flows, namely operating activity cash flow, investment activity cash flow, financing activity cash flow, and temporary cash flow (non-budget cash flow).

The standardnumber 3 on Cash Flow Report states that the receipt and disbursement of village funds should be disclosed in the "Temporary Cash Flow" section (criterion 1). Furthermore, the funds should be named "Village Funds" (criterion 2).

The analysis for the Cash Flow Statement found:

- None of the Cash Flow Reports presented the funds following the GFAS - the receipt and distribution of the funds should be disclosed in the Temporary Cash Flow section.
- More than 60 per cent of the Cash Flow Report mixed the funds with other transferred funds from the central government. We, therefore, cannot identify the amount of DD from these reports.
- More than 85 per cent of the disbursement funds did not specifically mention the name "Village Funds" in the Cash Flow Report.

From the above analysis, the paper concludes that most of the Cash Flow Reports under the study did not present DD information noticing the SAP. The users of such reports could not be able to gain enough information, such as the DD balances. This case suggests that accountability of the funds is not appropriately stated in the Cash Flow Statements.

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[2]Under the control by the Ministry of Villages, Disadvantaged Regions and Transmigration.

Disclosure in the Budget Realization Report

The Budget Realization Report (BRR)shows an overview of regional revenue and expenditure prepared on the cash basis accounting. This report compares the targets and realization in the current year and the realization of the previous year.

Accounting Bulletin Number 21 concerning Accounting of Transfer Funds instructs the presentation of DD in the BRR. The Bulletin regulates that DD receipts are disclosed in the Other Central Government Transfers section, under the "Village Funds" account (criterion 3). The distribution is disclosed in the Village Transfer section, under the account name "Village Fund Distribution" (criterion 4).

The analysis of the Budget Realization Report found:

- Only one district, Jayawijaya, consistently followed Bulletin Number 21 (criterion 3 and 4) during the three reporting years. Starting in 2016, five other districts located close to Jayawijaya met the criteria. Asmat and Jayapura City met the criteria in the year 2017.
- Most local governments mixed the DD with other funds transferred from the Central Government. Users of financial reports could not find specific information in such a report.

The analysis suggests that most of the Budget Realization Reports have not met criteria 3 and 4. Most of the reports are not following Bulletin Number 21 on Accounting of Transfer Funds. In the end, it can be said that the financial accountability of the funds is not well considered.

Disclosure in the Operating Statement

The Operating Statement (OS) is a mandatory report in the accrual base accounting. The report presents income and expense transactions that change the equity funds of a government entity. Income transactions rise the equity funds, while the expense transactions reduce the equity funds.

In the DD transferred mechanism, the district and city only act as agents to distribute the funds for villages. They are not allowed to use the funds for their daily operation. The accounting standards (Bulletin 21) rule that the DD does not change the equity funds, so they should not report the funds in the OS (criterion 5). When a local government entity reports the funds in the OS, they are likely to claim the funds as their own equity and to report low or high equity funds.

The analysis of the OS reports found:

- The Asmat District obeyed the Accounting Bulletin 21 that the village funds are not changing the equity funds. So Asmat District met criterion 5.
- Other 28 local government reported that the village funds received from the Central Government as an income. They also reported the transfer funds to the villages as an expense.

Based on criterion 5, only one out of twenty-nine local governments disclose proper Operating Statements. Most local governments account the funds transferred from Central Government as their income and transfer to villages as an expense. The result is that the equity funds are misstated - higher or lower than the real position. Criterion 5 is not met.

Disclosure in the Balance Sheet

A balance sheet is a financial report about the position of assets, liabilities, and equity at a specific date.

Bulletin 14 on Cash Accounting explains that a portion of cash not belonging to the government should be disclosed in the debit side as "Restricted Cash Account" in the Non-Current Assets group (criterion 6). The credit account is "Debt to the Village Government - Village Funds", disclosed in the short-term debt section (Bulletin 21) (criterion 7).

After tracing the contents of the balance sheet, the study foundthat:

- Asmat's balance sheet met the requirement of criterion 6 - disclosed untransferred fund in the "restricted cash account" for the year 2017.

- Amazingly Asmat's report did not disclose the contra or credit account, "Debt to the Village Government - Village Funds" (criterion7)
- Other local governments did not present DD balances in the Balance Sheet. It is not clear, however, whether the funds have been fully transferred or not. The accounting staff might not recognize how to present such information in the balance sheet.

From the tracing of the Balance Sheet, it is found that the reports can mislead the users. They might think that funds have already been fully transferred, but in fact, some balances are still in the local governments. So, most Balance Sheet reports do not fulfill criteria 6 and 7. Based on these findings, it is concluded that the Balance Sheets have not adequately maintained the accountability of local governments.

Disclosure in the Notes to Financial Statements

Notes to the Financial Statements (Notes) is a narrative explanation of the financial statements: Report on Realization of Budget, Report on Changes in Balance Budget, Operational Report, Report on Changes in Equity, Balance Sheet, and Cash Flow Report (PP 71/2010). CaLK also includes information about the accounting policies adopted by reporting entities and other information required by the GFAS.

Minimum disclosure of DD in CaLK should contain the untransferred balance, split down by villages (criterion 8).

The CaLK tracking recorded:

- Only two CaLK revealed the cash balance: CaLK of Asmat and Jayawijaya districts. The CaLK also clarifies details of villages not receiving the funds in the years of 2016 and 2017.
- No CaLK disclose any Village Fund Debt.

From the analysis of the Notes, there was not enough information to support the financial accountability of DD - indicating criterion 8 is not met.

Reasons for accountability deficiencies

The low accountability of village funds can be traced through four factors. The factors are the quality of human resources, lack of information technology, lack of internal and external audits, and a culture of forgiveness.

The first factor is human resources. In recent years, there has been an increasing amount of literature stating the shortfall of accounting staff in Indonesia (Harun, An, & Kahar, 2013).Numerous accounting staff in local governments do not have an education in accounting, so they simply rely on short training (Basri & Nabiha, 2014). There are not enough accounting staff to master the complex problems of the accounting standards. Such complex problems are regularly caused by the change of standards. Standards often change to harmonize with the new financial policies of the Government(Kaplan & Ruland, 1991). As an example, the policies of village fund transfers from the Government to local governments, which came into effect since 2015 brought a new standard, Bulletin 21 on Accrual-based Transfer Funds. This new standardis not widely acknowledged and practiced by the local governments' accountants.

The second factor is information technology (IT). Any local government financial reports are generated from a Local Government Accounting System (LGAS or SAPD). Report compilation is no longer prepared manually, but with a computer application system. This computer application system needs to be adjusted to any new standard. If a new standard is introduced, a local government needs to adjust the LGAS immediately. The lack of programmers to resolve the LGAS according to the new standards soon brings another problem to the preparation of financial reports. Most local governments in Papua still lack experienced programmers, so they have to hire the IT consultants from outside Papua.Indonesia still had difficulty meeting the needs of IT experts, because around 75 per cent of graduates worked in industries that were engaged in non-IT fields (kompas.com,25/11/2013).

The third factor is internal and external auditors. In Indonesia, the Ministry of Home Affairs' Regulation concerning Guidelines for Reviewing Local Government Financial Reports (Permendagri 4/2008) states that the internal auditors are required to review the financial statements before being audited by external auditors. This provision implies that internal auditors should have the ability to review the suitability of the reports; however many internal auditors have not been effective in conducting this review due to their limited competencies. Also, the external auditors of SAI have some restrictions to audit the financial reports because of the wide scope audit and the time limitation for audit activities (IAB, 2016).

The fourth factor is the culture of forgiveness. Some policies implemented in Papua are often followed by a coaching stage. Coaching stage means the execution of a program still in the preliminary process, and it needs some time to be thoroughly evaluated. When there is a problem in the implementation, it is often associated with the "coaching stage". It is the same when something is wrong with the implementation of accounting standards; it needs to be forgiven. Some recent studies suggest that forgiveness is an interpersonal process that focuses on behavior, such as reconciliation, which leads to the restoration of social harmony. The forgiveness is also often used as an euphemism covering up corruption(Flicker & Bui, 2018; Znoj, 2017).The forgiveness is also often used as an euphemism covering up corruption (Szeftel, 1998).

CONCLUSION

In conclusions, the lack of accountability in village transfer funds are, on the one hand, a consequence of the mismatch between accounting standards set by the Central Government and accounting capabilities in the local governments. On the other hand, this lack of accountability opens up opportunities for undetectable corruption on various levels of government. The fact that the total amounts spent for village transfer funds are rising spectacularly every year despite a near-total lack of accountability – at least in the province of Papua raises questions of responsibility within the ministry of finance itself.

The study of financial accountability is a research topic that continues to get attention. Analysis of financial accountability is quite likely to expand due to the availability of audited financial reports from the Supreme Audit Institution (SAI).Criteria applied in the research can be enhanced using the same Government Accounting Standards. In doing so, other researchers are encouraged to add more criteria. This study signals an alternative way to examine financial accountability by using audited financial statements, which are now available from Indonesia's SAI.

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Breaking the Tradition: Exogamy Marriage in Tenganan village, Bali

Rompiendo la tradición: Matrimonio exógamo en la villa Tenganan, Bali

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ABSTRACT

In Tenganan Pegringsingan, marriage is very close because citizens can only marry under inbreeding. In contrast, exogamous marriage is strictly prohibited. When this prohibition is violated, the bride and groom are subject to adat restrictions. The reasons for applying the adat sanction to the marriage of exogamy are: preserve tradition, maintain the lineage system and balance. The types of adat sanctions are: on bail and moral. The implications of adat limitations include non-insurgency, lack of well-being and loss of rights.

Keywords: Adat sanctions, exogamy, marriage, Tenganan, Bali.

RESUMEN

En Tenganan Pegringsingan el matrimonio está muy cerrado porque los ciudadanos solo pueden casarse bajo endogamia. En contraste, el matrimonio exógamo está estrictamente prohibido. Cuando se viola esta prohibición, la novia y el novio están sujetos a sanciones adat. Las razones para aplicar la sanción adat al matrimonio de exogamia son: preservar la tradición, mantener el sistema de parentesco y el equilibrio. Los tipos de sanción adat son: bajo fianza y morales. Las implicaciones de las sanciones adat incluyen la no insurgencia, la falta de bienestar y la pérdida de los derechos.

Palabras clave: Exogamia, matrimonio, sanciones adat, Tenganan, Bali.

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INTRODUCTION

Marriage is an individual act in society which means the transition from adult life to family life. It is one of the many events that go through the life cycle. Jaman (1998, p.42) said that in the life cycle of the Hindu community in Bali is believed to have four phases of life traversed from one phase to the others. The phases of human development start from brahmacari – a phase to undertake self-learning – move to grehasta – a phase to build a family – then continue to wanaprasta – a phase to develop spirituality – and finally end with bhiksuka (sanyasin) – a stage to complete sprititual journey by devoting life to the Suprme Power, Hyang Widhi, and separating oneself from the social and material bonds. In this regard, marriage is one of those phases which is exactly located in grehasta, the second stage of human life development.

According to Hindu religious teachings marriage is a form of yajñya (holy sacrifice). In grehasta, a married couple designates their life to pursue dharma (good virtue), artha (material needs), and kama (pleasure), that is the enjoyment gained in the family according to religious teachings (Artayasa, et al, 1998, p.4--5). The purpose of marriage in the script of Manawa Dharma Sastra are to pursue: (1) dharma sampati (together husband and wife embodies the implementation of dharma); (2) praja (giving birth); and (3) rati (sexual pleasure and other satisfaction). In these three objectives, praja is essential for the family to give birth to good sons or daughters (suputra) to continue the family line. Balinese Hindus believe that a family with saputra will bring the family's ancestors to better reincarnation and finally to reach moksa (eternal unification to the Supreme God) (Suja, 1999, p.4-57).

Marriage is always performed by religious ceremonies witnessed by family and community members for its validity. Besides this, the validity of marriage is also assessed from the legal pointo fo view since marriage itself is a legal act that creates the rights and obligations to both husband and wife (Cahyono, 2002, p.12-13). In the socio-cultural context, there are two models of marriage, endogamy and exogamy models. Saderson, (2011, p.447-448) notes that exogamy is a cultural rule that forbids marriage in the fellowship of one's own group of persons, whereas endogamy is the preference of individuals to mate within their own group. Clayton (1975, p.45) suggests that there are two types of rules related to marriage: (a) endogamy which refers to rules prescribing that an individual must marry some one within a certain group; and (b) exogamy, which require that a person should marry someone outside of a certain group".

The endogamous marriage model reflects the preferences of individuals in their own group. This model of marriage has been widely practiced in many societies and is used in various groups, one of which is a caste system in India that requires marriage to occur endogamically. In Europe, in the middle ages, the royal family married with other royal families. A similar tendency occurs in the United States in which blacks marry blacks, whites marry white, and Jews show a very strong preference for get married to his or her fellow Jews (Sanderson 1993, p.448-449; Andreski 1996, p.92).

Indeed, scholars of Bali Studies have been examining marriage in Balinese society, among others, Boon (1976), Duff-Cooper (1991) amd Cresse (2008). Unlike the issues of cross-caste marriage, gender and propperty relations to marriage, the issues of endogamy marriage in Balinese society seems to be underexplored. Hence, this article aims to discuss the endogamy marriage in Bali by focusing on the adat community of Tenganan Pengringsingan, Tenganan Village, Karangasem District. This type of marriage is particularly interesting as it has been practiced for decades due to strong and respected customary law in the community that has shaped villagers' cognitive on what is considered ideal marriage within the village.

METHODOLOGY

This research is a qualitative social study. The study was conducted at Tenganan village. Tenganan village is one of the ancient villages in Bali which is located in Manggis District, Karangasem Regency. Tenganan village itself is around 2 hours from the capital city of Denpasar to the east. Tenganan village consists of three indigenous groups, namely Banjar Kauh, Banjar Tengah, and Banjar Kangin. Although it consists of three banjars, this Pakraman village has only one hamlet head, namely Tenganan Pegringsingan Hamlet. According to Gede Suardika as the hamlet head of Tenganan village (interview 30 July 2018) stated that the condition of the population in this village amounted to 211 families consisting of Banjar. Kauh 72 families, Banjar Tengah 50 families, and Banjar Kangin 89 families.

TENGANAN VILLAGE: ENDOGAMY AND EXOGAMY

Social relation of Tenganan community

Every human being will go through a life cycle which starts from infancy, childhood, adolescence, puberty, post-marital period, pregnancy, old age and death. One important transitional moment in the life cycle is the transition from adolescent to a married life. Marriage does not only regulate sex behavior, but it also serves several functions including: (1) giving the rights and obligations and protecting the children of their intercourse, (2) meeting the human needs of a life partner, fulfilling the need for property, and (3) maintaining relationships between groups kinship (Koentjaraningrat, 1992, p.93-94).

Regarding the rights and obligations, many local communities, including Tenganan Community, rely on their customary law. It consists of a collection of norms containing legal precepts made deliberately by the community. Customary law is also seen as a reflection of the spiritual aspects of a society that are closely related to the social order of society which regulates the kinship system. Marriage in Bali is difficult to understand without understanding the kinship system. As Geertz (1959) puts that kinship is one of the seven essential plates that shape Balinese lives. Budiana (2008, p.11) states that Balinese Hindus embrace the patrilineal kinship system through which the role sons is very important both for his kinship and community. Unlike the partriarchal kinship model across Bali, Tenganan Pegringsingan is the only society in Bali that embraces bilateral kinship system. In the village, both son and daugther are entitled to be heirs. Rights and status between them are the same in the eyes of customary law.

Rights and duties Tenganan villagers

Surpha (2002, p.56-57) argues that every member of customary village (*desa pakraman*) has a set of obligations and rights. Such obligations may include: (1) to perform *ayahan desa* (labour for the village) in terms of renovating village temples, conducting ceremonies of *dewayajña* (offering to gods) and *bhutayajña* (offering to demons), and so forth; (2) to comply with the customary rules (*awig-awig*); (3) to maintain security and harmony; (4) to maintain the reputation of the village. The rights being a customary village member include the entitlement to express opinions in the meeting, to use the facilities belonging to the village, to seek assistance in performing the religious ceremonies or in the event of danger, and so forth. With the existence of a number of rights and obligations allow a *krama* to mutual support in reciprocity other kramas in the village.

Local institutions in Tenganan Pegringsingan Village consists of *luwanan*, *bahan duluan*, *kliang desa*, *tambalapu roras,* and *pengeluduan. Luwanan* is the highest institution consisting of six pairs serving as executive advisers. *Bahan duluan*/*bahan roras* is an executive body with decision making authority. *Keliang desa* is a body to undertake daily village administration. *Tambalapu roras* is the institution in charge of delivering orders *kliang village* (village chief). On the contrary, *pengeluduan* is a spefici body to assist *keliang desa* in preparing religious ceremonies (Timur, interview 27 March 2018).

In Tenganan Pegringsingan, *krama* (adat members) are differentiated into three models. They are: *krama desa, krama gumi pulangan,* and *kumi gumi. Krama desa* is a full member of the adat village society because he can be appointed to occupy positions in the local institutions, is given the rigths to participate in a *sangkepan* (meeting), get medical services, and to utilise village assets. *Krama gumi pulangan* is a krama who no longer has a status as a full member because he has been replaced by his married son. In contrast, *krama gumi* is a krama who has become a widower or widow. *Krama gumi pulangan* and *krama gumi* are not obliged to participate in local institutions, and *sangkepan desa*. Consequently, they are not entitled to the collective assets.

Decisions in the village are made through assemblies (*sangkepan*). Regularly, *krama* should attend assemblies at *Bale Agung* (a great building for holding meetings),. *Sangkepan* is conducted not only to solve various problems in the village, but also to make decisions of its development (Sujaya, 2007, p.39-40). *Kliang desa* every night is required to conduct a village meeting with his committees at Bale Agung to discuss village matters. If the male *kliang desa* members cannot attend the meeting he could be represented by his wife. If there is an issue that could not be resolved through village meetings among *kliang desa*, the assembly will be conducted by inviting *kliang gumi* (*Kliang Gumi* is a position in Tenganan village that is mandated to represent its citizens who are no longer members of the village. This position consists of six members based on marriage seniority. Even though they are not members of the village, the role of *kliang gumi* is quite significant. They were consulted during the traditional village meetings, and were involved in religious rituals. Opinions are needed because they are not only considered as senior citizen, but also have experience and understand the various traditions of the community, and *krama desabulu angkep* (all adult members male and female). The attendees have an equal rights in making decision, and the issue may be decided through voting (Yudiana, interview March 27, 2018).

In the legal context, to preserve the integrity of customary law, every customary provision is given a sanction. If a *krama* (members) violates the *awig-awig*, he will be subject to adat sanctions. As many adat scholars have mentioned, for example Van Vallenhoven, Soepomo, and ter Haar, that without sanctions, *awig-awig* will have no authority to be obeyed by society as adat sanctions are a form of action or attempts to restore harmony including a spiritual balance due to the disturbance of *adat* violations (Dharmayuda, 2001, p.36-37).

Marriage tradition in Tenganan

Recently, marriage in Balinese society has become more open. Its openness is shown by that the fact that marriage does not only occur between caste, ethinicity, religion, but also nation. In constrast to this tendency, the village of Tenganan Pegringsingan has retained its marriage tradition based on endogamy. It is embraced that through endogamy villagers are deeply bound by a conception rooted in traditional cultural values. Endogamy marriage also determines someone's status in the village. Without endogamy marriage, the married couple cannot be a *krama desa*. *Krama des*a is *krama* (residents) who have privileges in the Tenganan Pegringsingan pakraman village.

Before getting married, every youth in the village has to join village youth organizations, such as *maajak-ajakan*, *metruna nyoman* and *seka daha. Maajak-ajakan* is the association for newly rising adults both boys and girls before they can join *metruna nyoman* and *sekaa daha*. *Metruna nyoman* is a traditional youth organisation boys, while *sekaa daha* is the organisation for the girls. In both *metruna nyoman* and *sekaa daha* organisations, they are choached and trained by the village high figures on various matters, such as traditions, rules, norms, and religious ceremonies in the village. Through this process, they can gain knowledge and skills on the village matters including *adat* sanctions for committing exogamous marriage. Passing through this learning process they may next enter to the *grehasta* (married) period in which the bride and groom have understood the various traditions in his village. Hence, they will not be difficult to adapt to their spouses life, family, and society.

This marriage is crucial to the well-being of the newly formed family. In Tenganan Village, without endogamy marriage, practically village supports to pursue welfare will be absent such as utilizing village assets as well as others social and cultural supports. Therefore, welfare in Tenganan Village is pursued through endogamy. The

welfare in this regard is not only in the form of rice, but also money derived from village-owned assets such as *subak*, income from tourism, paddy yields, and garden yields. The distribution of village supports is done routinely per month, and incidentally at the *Ngusabha Sambah* (*Ngusaba Sambah* is *yajña* (sacred sacrifice) which is addressed to God along with His manifestations which are carried out every year exactly to the fifth sasih (June). This *Yajña* is the biggest ritual in Tenganan Pegringsingan with the ceremony procession held for 35 days. Ngusaba sambah is carried out with the aim as a form of devotion and gratitude to God for His gift of protection, safety and welfare) ceremony. The amounts of supports are defined by someone's position in the local institutions. For those who serve as *luwanan* he/she will get the distribution of a100 kg of rice every month, and a sum of 143 USD monthly. As *Usabha Sambah* she/he will receive a 300 kg of rice, and a sum of 214 USD. For members of *Bahan Roras* (*Bahan Duluan/Keliang Desa* and *Bahan Tebenan*) they will receive 100 kg / month of rice, 250 kg of rice and 179 USD at *Ngusabha Sambah* ceremony respectively. For *Tambalapu Roras*, they will recieve 100 kg / month of rice, and for *Usabha Sambah* they will recieve 250 kg of rice, and 179 USD. Finally, for the members of *Pengeluduan*, they receive 100 kg of rice monthly, and in addition will receive 300 kg of rice and 214 USD for *Ngusabha Sambah*.

However, for those who are involved in exogamy marriage will be sanctioned by *adat* rules of revocation of the status as a villager. Hence, they are not entitled to be a *krama desa* with the consequences that they lose heir rights in Tenganan Pegringsingan including to occupy positions in the local institutional structures. In the text section, the issues on sanctions especially reasons to give sanctions and the forms of sactions will be discussed in length.

SANCTIONS OF EXOGAMY IN TENGANAN

Reason of sanctioning

Preserving tradition

In the context of the preservation of tradition that people cannot live without tradition even though they are not satisfied with their traditions. Tradition is the whole material thing and idea that comes from the past that is really still present today, has not been destroyed, discarded or forgotten. Viewed from the aspect of material objects, physical buildings such as palaces, temples, chariots and so on belong to tradition. In the context of aspects of ideas, thoughts and behavior is influenced and depicted the special meaning of the legitimacy of his past. In understanding the traditions, attitudes or mind orientations of material things and ideas derived from the past that are levied by people in the present. This attitude and orientation occupies a special part of the overall historical legacy and elevates it to tradition (Sztompka, 2008, p.69-74).

Maintaining social cohesion

Human in his life not only as an individual being, but also as a social being. In his capacity as a social being, human can not live in solitude without the help of others so that the attitude of help each other and solidarity is needed. This provides an obligation to pay attention to the needs of others. Koentjaraningrat (1992, p.55) states that every human who lives in society will be bound by a form of social unity because of the bond of territory or place of life. As a unity of social law, citizens usually have a feeling of unity that can manifest a sense of group personality.

Each group of people has certain ways of managing the relationship between life and life by not distinguishing a social life in small and large groups. The rules of life in society must be accepted by community members as a limitation. Free unlimited life is unknown in social life. Each member of the community feels bound in social life so that the necessary restrictions for the smooth life of society and the implementation of the interests of community members with each other. Awareness of the rules of living and binding in social life

is a condition for the creation of an orderly, safe, and peaceful atmosphere of life (Team Compilers, 1989/1990, p.19-20).

Balinese people including Tenganan Pegringsingan pakraman village also want an atmosphere of orderly, safe, and peaceful life by being balanced with the surrounding nature. Balanced attitude is based on the awareness that the universe is the complexity of the elements that one and the other has a close relationship and establish a system of dignity. Dharmayudha and Çantika (1991, p.6) stated that traditional life in Bali is based on the value of balance which is manifested in two elements, namely (1) adaptation and trying to connect with natural elements and life around. (2) want to create an atmosphere of peace and tranquility among fellow creatures and the natural world of human life. Both elements are used as guidance of the Balinese community in all activities of his life. The values and principles of balance are perceived into the philosophical teaching of *tri hita karana*. In contrast, Kaler (1983, p.86) states that literally the word "*tri hita karana*" comes from the word *tri, hita* and *karana*. *Tri* means three, *hita* means good, happy, and, sustainable, while *karana* means causation or source of cause. So *tri hita karana* is the three elements that are the source because of the emergence of goodness. The three elements are always attempted to create the balance of the relationship between man and God, between human beings, and man with nature. In keeping the three balance is poured in *awig-awig* of *pakraman* village.

Projodikoro (2000, p.13-14) states that one's life can be expressed equally in society if it does not violate the law. An unlawful act leads to defilement in the body of society, and unrest in the balance of society. No matter how small a shock, will bring shock to the balance of society. A little bit of shock will affect the community as a whole. Wiana (2007, p.28-29) states that obtaining balance on earth is not easy because it seizes human potential. The frenzied balance of human life should be in accordance with the philosophical of *tri hita karana.* If man missteps, the balance will be disturbed. Krishna in the book of Bhagavagita states that happiness must be achieved with a firm, equal and balanced attitude in accepting the joys and sorrows in this life as stated in the sacred poem, "sukhamdhukam jayate" means to win with joy and sorrow. It can not be denied that many people fail in their lives because they can not maintain a balance of self, and forget in receiving success.

In the context of equilibrium, one of the ways used by the Tenganan Pegringsingan community is to apply *adat* sanctions to exogamy marriages. Violation of exogamy marriage results in disruption of balance not only with *parhyangan, pawongan,* but also *palemahan*. In the context of the parhyangan, a violation of the exogamic marriage is considered too courageous against the god Shiva manifestation of God in the *Awig-awig*. *Awig-awig* prior to use, *dipasupati* (blessed the magic power of Lord Shiva) so it has a sacred value and must be obeyed by society. If violated*, awig-awig* becomes contaminated resulting in an imbalance of its people. In the context of pawongan, violations of exogamy marriage cause community shock because the bride's and groom’s behavior does not obey *awig-awig*. In the context of *palemahan*, a violation of exsogamy marriage causes the environment to be polluted due to lethargy (dirty). Thus, the balance between *parhyangan, pawongan, palemahan* can only be recovered by means of traditional sanction to the bride and the groom in the form of revocation of all rights. Without *adat* sanction Tenganan Pegringsingan remains polluted or disturbed by its balance because it has always been the subject of gossiping its own community (Sudi Astika, interview 5 March 2018).

FORMS OF SANCTIONS

Fine penalty

For Hindus in Bali, the term "adat sanctions" is more popularly known as "*pamidanda*". Windia (2003, p.29) states there are three types of *pamidanda*, namely *arta danda, sangaskara danda, and jiwa danda*. *Arta danda* is a fine in the form of material in the form of various objects that have economic value or in the form of money. The money is in the form of banknotes or *Uang Kepeng. Sangaskara danda* is a fine sanction in the form of performing certain ceremonies. This penalty is imposed because the deeds of its citizens are considered to

cause a *leteh* (a condition that is considered sacred). The actions in question include theft, murder, issued dirty words, berate and berbagainya. The *leteh* caused is not only thought to be materially harmful but also causes a mental imbalance. The sanction of the custom of sangaskara danda is a *prayascita* ceremony (ritual ceremony) or *pacaruan* ceremony (sacrificial ceremony). The *jiwa danda* or *atma danda* is a sanction related to the soul of the offender. In ancient times those who violated the death penalty by stabbed with a keris or drowned in the sea. Today, however, the soul of the danda can be a thorough observer in front of village meetings.

Dharmayuda (2001, p.34-37) classifies the types of pamidanda into five kinds, namely (1) danda arta (sanctions in the form of money), (2) swing penunun kesisipan (perform certain duties in lieu of mistakes made), (3) *rerampagan* (confiscation), (4) *kadaut karang ayah* (obligation for those who occupy the yard of the village), (5) *pangaskara* (everything related to inner cleansing ceremony), (6) *kasepekang* (ostracized), and *kanoroyang* (excluded from adat). Among the various types of adat sanctions, *adat* sanctions against exogamy marriage in Tenganan Pegringsingan are sanctions of *denda arta* and *kanoroyang* sanctions. Sanctions of *denda arta,* nominal amount has been set on the paos 7 awig-awig Tenganan Pegringsing Village as follows:

Mwah tingkah i wong desa ika sinalih tunggal ngasampingang piyanak nyane, wiyadin nyama luh, mwah nyolongang kacolongan, pada tan kawasa, tka wnang kadanda olih desa, gung arta 75.000 mantuk ka desa saungkul.

[And about one of the villagers letting their children marry out of the village, whether their daughters or their sisters or assisting / giving a chance, is completely forbidden, and fined by the village of 75,000, all submitted to the village] (Tenganan Adat Village, tt: 90).

The above quote indicates that the fine sanction to be paid by the parents of the bride in the form of original kepeng as much as 75,000 original kepeng money. Currently in Bali the original kepeng money per keteng (beans) costs 0.2 USD. Thus, the fine of arta dana that must be paid by the parents of the bride 16 USD.

As the times progressed, fine sanctions have changed. Changes indicated that the bride's parents no longer have to pay a fine of 16 USD, but 1.3 USD. This change is done with consideration of humanity. The bride and groom not only all rights are revoked, but also must pay a fine. With the revocation, practically the bride lost all her rights in Tenganan Pegringsingan Pakraman Village. On the contrary, *kanoroyang* sanctions constitute the lifting of all things-the bride rights of his village. Couple were ostracized and expelled from Tenganan Pegringsingan Pakraman Village. With *kanorayang* sanctions, both bride and groom lose all their rights or are considered not citizens anymore (Lodri, interview 28 March 2018).

Moral sanctions

Any disruption or impact to the balance of life of individuals or persons as a whole in the order of law is regarded as a *adat* offense (Ter Haar, 2001, p.226). The *adat* offense is any deed or incident which is contrary to the harmony, order, security, sense of justice, and awareness of the community concerned either as a result of an act committed by a person, a group of persons or a customary committee himself. Acts that violate customs are seen to cause shock and disturbance to the balance of the cosmos. Shocks can also lead to community reactions in the form of adat sanctions (Widnyana, 1993, p.6).

Lesqiller in his dissertation entitled "Het Adat Delectenrecht in de Magische Wereldbeschouwing" as quoted by Soeroyo Wignjodipoero explains that *adat* sanctions are necessary. Without the sanctions, the customs of disturbed magical tranquility can not be recovered. *Adat* sanctions are also intended to nullify or neutralize an unlucky situation aroused by a *adat* offense (Team Compilers, 2010, p.76-77). Sianturi (1986, p.30) states that adat sanctions have several functions, namely (1) as a means of coercion in order for a person or a citizen to obey the prevailing norms, (2) as legal norms to obey, and (3) as a legal consequence for a person which violates the legal norm. In line with the opinion of Sianturi, Çantika pointed out that adat sanctions can be used to restore to the state of *trepti* (order), and *sukerta* (tentram) ie the balance of *sattyam* (truth), *siwam* (decency), and *sundaram* (happiness) embodied into philosophy of *tri hita karana* (three causes of happiness) (Team Compilers, 2010, p.94-95).). Putra (2015, p.324-325) argues that sanctions need to be given to those who violate because without sanction, the sanctity and balance of the village can not be restored as before.

Among the above *adat* sanctions, the violation of exogamy marriage in Tenganan Pegringsingan is subject to *kanoroyang* customs sanction. *Kanoroyang* sanctions are the most severe moral sanctions in Tenganan Pegringsingan. Moral sanctions are inner sanctions of shame or guilt (sinful) (All-Barry, 2001, p.292). Covarrubias (2013, p.69) argues that moral sanctions in Bali carry a much heavier burden than corporal punishment, minor mistakes that result in fines, and the seizure of property, or the temporary suspension of society. Penalties for major errors vary between the frightening boycott of all village activities to the permanent exclusion, the complete expulsion from the village. One who is removed from his village is not allowed to enter other communities. He truly becomes a wasted man as a punishment that is much heavier than physical death for the Balinese mind because one is openly humiliated, kills himself.

Wayan Koti Cantika (Windia, 2008, p.50-51) states that there are two adat sanctions pertained heavily in Bali, namely *kasepekang* and *kanoroyang* sanctions custom. In the *kasepekang adat* sanction, a person subject to sanctions is still acknowledged as *krama*, but is excommunicated from various *banjar / pakraman* village activities. On the contrary, in the *kanoroyang adat* sanction, a person is not only excommunicated, but also regarded as non-existent. For its citizens who are subject to *kasepekang adat* sanction already considered heavy, let alone *kanoroyang adat* sanction. *Krama,* who sanctioned by *kasepekang*, its status is still recognized as *karma adat*, but it is placed outside the rule of law. That is, *krama* in question is not subject to *adat* law rules such as not getting notices (*tan polih arah-arahan*), not get *kentongan* (*tan polih pasuwaran kulkul*), and get no help from *banjar*. He also can still use the grave, but did not get the help of banjar service or *pakraman* village. On the contrary, in the *kanoroyang adat* sanction, the relevant status is no longer a citizen of pakraman village because it is not only ostracized, but also expelled from his village. Utomo (2017, p.125-128) argues that the act of defiling the inner atmosphere against the sanctity of the offenders must be subject to *adat* sanction in the form of obligation to hold a traditional ceremony, that is, a cleansing ceremony.

In the context of *adat* sanctions against exogamy marriage in Tenganan Pegringsingan, the result is not only felt by the couple, but also his parents. Parents of the bride each month must pay 0.14 USD to the village at the time of *sangkepan*. Although the nominal fine penalty is not much, but the inner burden is not inevitable during his life because of the fine sanction must be paid in front of the open village kratama sangkepan. By paying a fine, the bridegroom's family has an inner burden and a guilty conscience for the actions of his son for not obeying the values, norms and rules that apply in his community. The inner burden of the bride's parents and her family is also felt to be the subject of public gossip that her parents can not educate their child.

PLURALISTIC RULES OF MARRIAGE IN TENGANAN

Functionally, the custom created in a social system is intended to create an order social in society. According to Comte and Spencer, society is seen as a social system made up of interdependent parts of one another (Poloma, 1992, p.25). Therefore, the customary institution as one of the existing structures in society is expected to provide a sense of security and comfort so as to create a harmonious society life.

Humans in social life need rules. Rules are needed to limit the attitudes, behaviors and deeds of man to one another. Free unlimited life is unknown in social life. Every society feels bound in a social life and they are in need of limitation in order to create an orderly, safe and peaceful life (*Majelis Pembina Desa Adat Daerah Tk.I Bali, 1992/1993, p.19*).

The Balinese community is governed by two substantially different and functional village organizations, namely *pakraman* villages and village official. Each of these villages has its own structure and function so that the community members' attachment to these two organizations is different. Liefrinck (Dharmayudha, 2001, p.2-3) states that *Pakraman* village is a small republic with its own customary laws or cultural rules. *Pakraman* village also has a democratic government structure and has autonomy and has a distinctive characteristic, which is responsible for *Tri Khayangan* Temples (*Pura Puseh, Pura Desa and Pura Dalem*). In contrast, Swellengrebel

points out that the village of pakraman, ie "village is often defined as a community of worship. An important part of its function does, indeed, lie in the religious field ".

Goris (1954, p.59) argues that the traditional village or *pakraman* village in ancient Bali was called *banwa* or *banua*. Covarrubias (1986, p.56) states that adat villages are unity of a closed area or limited to ancestor worship and community administrative rules. Each traditional village is equipped with elements of the unity of the temple (shrine) as a binder of a village, namely *Khayangan Tiga* Temples (*Pura Desa, Pura Puseh, Pura Dalem*). In line with Covarrubias, Suputra stated that the *pakraman* village includes two things, namely the traditional village as a container, and customs as the contents of the container. *Pakraman* village as a traditional institution accommodates the social, cultural and religious activities of the Hindu community in Bali, whereas the customs are the living manners of the Hindu community in Bali which has become a community tradition as the nation's cultural heritage (Wisnumurti, 2010, p.175-176).

In the context of marriage, at the time of the kingdom in Bali must occur fellow caste itself. If marriages were made between men higher than their female counterparts, marriage ceremonies exhibited discriminatory treatment. The bride at the time of the marriage ritual is not directly coupled with the groom, but with a kris belonging to the groom or replaced with a house pole (scene) that has been decorated in the groom's dress (Hobart 1980, p.109-110). However, in recent decades, marriage in Bali tends to be more open. The openness is shown that marriages can be intercultural, interreligious, and different citizenship. The marriage does not only occur in ordinary marriage, but also the *nyeburin* marriage. Ordinary marriage is a marriage done where the wife entered the husband's family, while in the nyeburin marriage, the husband who entered the neighborhood of his wife (Sudarma, 2012, p.7).

Unlike Tenganan Pegringsingan Pakraman Village that marriage is very closed because marriage can only be done endogamically village among fellow citizens themselves. In contrast, exogamy marriage is a forbidden marriage even subject to customary sanctions. The adoption of adat sanctions in the marriage reflects the disenchantment in marriage because it deals with the values of humanity, religious teachings, and marriage laws in Indonesia. According to I Ketut Sudi Astika (interview, March 17, 2018) as a *kliang adat* of Tenganan Pegringsingan states that the provision of customary sanctions against exogamy marriage is intended as a deterrent effect for those who violate it. With the application of adat sanctions, for the last ten years only two people have engaged in exogamy marriages. That is, residents of Tenganan Pegringsingan community very appreciate and obey the rules prevailing in his village including not violating the exogamy marriage.

The application of adat sanctions to exogamy marriage signifies a disenchantment in marriage. Wertheim (Wisnumurti, 2010, p.369) says that emancipation is related to the liberation of man from the natural world, the liberation of man from the self-imposed forms of mastery and slavery created by man himself, the human creative potential of the strangling structures of society especially of annihilation. The non-independence against exogamous marriage in Tenganan Pegringsingan is very much against the Law of the Republic of Indonesia No. 39 of 1999 concerning Human Rights contained in Article 3, paragraph 3, and Article 4 as follows:

Article 3, paragraph 3, contains that everyone is entitled to the protection of human rights and basic human freedom without discrimination.

Article 4 contains that everyone has the right to life, the right not to be tortured, the right to personal freedom, thought and conscience, the right to religion, the right not to be enslaved, the right to be personally recognized and equality before the law is a human right which cannot reduced in any circumstances and by anybody (Anonymous, 2016, p.4-5).

The above quote indicates that the application of adat sanction to exogamy marriage signifies the non-independence in marriage because marriage is very closed and its citizens are not protected by law.

CONCLUSION

Tenganan pegringsingan indigenous peoples are full of traditions of interbreeding marriage among their own indigenous people. This marriage is considered an ideal and respectable marriage model. In contrast, exogamous marriages are prohibited, and subject to *adat* sanctions. Sanctions are not only imposed on the couple, but also on their parents.

The reasons for *adat* sanctions on exogamy marriages are namely the preservation of traditions, maintaining the kinship system, and maintaining the balance. In the context of traditional preservation, *adat* sanctions are used to safeguard and preserve and preserve endogamy marriage as the most ideal, and honorable model of marriage. With the preservation of tradition, the authenticity of cultural elements, especially the endogamy marriage of fellow indigenous people is not extinct. In the context of kinship, adat sanctions are used to maintain and maintain the purity of the bilateral kinship system in the *adat* village. With this kinship, the two brides share equally in the eyes of the law that has the same rights as the heirs. In contrast, in the context of equilibrium, *adat* sanction in exogamy marriage is used to maintain the balance of *tri hita karana*, namely *parahyangan, pawongan* and *palemahan*. Exogamy marriage is considered to have brought public shocks so the balance of Tenganan Pegringsingan Pakraman Village is disrupted.

The form of adat sanction against exogamy marriage, namely sanction of fine and moral sanction. Associated with fine sanction, the groom's parents must pay some money to his village for the offense committed in the marriage. Conversely, in the context of moral sanctions, the groom and his parents are burdened inwardly because the marriage is a forbidden marriage. Violations of the marriage are also believed to bring the shake of society so that the groom and his parents during his life must bear the shame.

The customary sanctions on exogamy marriage indicate a disemancy, no gain, and loss of all rights. In the context of non-divisiveness, marriage is so closed that marriage can only be done endogamically among its own indigenous peoples. Except for endogamy marriages, subject to *adat* sanctions. In the context of not getting welfare, the rule in this *pakraman* village except the people who make endogamy marriage among indigenous peoples themselves who can be a *krama desa* are entitled to receive welfare from the village. In the context of losing his rights, a violation of the exogamy marriage then all bridegroom rights are repealed by his village. Revocation of all his rights, consequently the bride has absolutely no right in his village or is not considered its citizens anymore.

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Determinants of Stock Return and its Implications Divident Policy in Mining sector in Indonesia Stock Exchange

Determinantes de la devolución de acciones y sus implicaciones en la política de dividendos en el sector minero de la bolsa de Indonesia

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ABSTRACT

This study aims to find empirical evidence and test the influence of Indonesia Bank Certificate (SBI), rupiah exchange rate against US. dollar (KURS), operational cash flow (CFO), working capital (MK), net profit (LB), partially and jointly on stock returns, and find empirical evidence and test the effect of SBI, KURS, CFO, MK, LB, stock return (RS). This study uses two research models with a sample of 12 mining companies from a population of 40 companies listed on the Indonesia stock exchange. The analysis technique used is multiple linear regression method using the fixed effect model (FEM) in the E-View9 application.

Keywords: Divident policy, Indonesia, macroeconomic determinants, microeconomic determinants, mining sector.

RESUMEN

Este estudio tiene como objetivo encontrar evidencia empírica y probar la influencia del certificado del banco de Indonesia (SBI), del tipo de cambio de rupia frente a EE. UU. Dólar (KURS), del flujo de caja operativo (CFO), del capital de trabajo (MK), y los beneficios netos (LB) parcial y conjuntamente en los rendimientos de las acciones, y encontrar evidencia empírica y probando el efecto de SBI, KURS, CFO, MK, LB, retorno de acciones (RS), Este estudio utiliza dos modelos de investigación con una muestra de 12 compañías mineras de una población de 40 compañías que cotizan en la bolsa. La técnica de análisis utilizada es el método de regresión lineal múltiple que utiliza el modelo de efectos fijos (FEM) en la aplicación E-View9.

Palabras clave: Determinantes macroeconómicos, determinantes microeconómicos, Indonesia, política de dividendos, sector minero.

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INTRODUCTION

The capital market is a means to get funds for companies in their business activities. In addition, the capital market is also a vehicle for investment for capital owners. Investment in securities can provide benefits in the form of distribution of investment results and appreciation of the value of investment from price increases.

The uncertainty of investment returns of stock prices in the future to make investors to consider not only *Return* but also risks. The greater the risk, the level of *Return* expected greater investor. *Signaling theory,* rooted in the idea of asymmetric information. *Signaling theory* explains that every company action submitted to the capital market will contain information / *news* for actors in the capital market. The information can be positive (*good news*) or negative (*bad news*). For example, earnings information is a positive signal for investors. Signaling theory related to information asymmetry in the market can be reduced by means of one party giving information signals to the other party. The role of management actively has better information about the condition of the company than external parties. It means that there is a dependency between the two parties to get asymmetric accounting information problems with the sender of the signal that will reveal some relevant pieces of information to other parties. The company management has more accounting information than investors in the capital market. This means that the principle of signaling teaches that every action contains information. This means that the asymmetric information is a condition where a party has more information than the other party. The level of asymetric information varies from very high to very low.

The capital market is the land to get investment capital, while the capital market investor is the land to invest the money. Every investor in making investment decisions is always faced with a number of alternatives, whether he will invest funds in the form of Real Assets such as buying production equipment and operating it for profit, or choosing to invest in financial assets by buying fixed income securities such as deposits (money markets), bonds (capital market), Bank Indonesia Certificates (SBI) or buying securities with a non-fixed income such as shares (capital market). The capital market plays an important role in the Indonesian economy, where the value of the Share Price can be a leading economic indicator in a country. The mining sector contributes to the Indonesia Stock Exchange, such as the mining sector which consists of coal mining sub-sectors, which in 2014 were 23 (twenty three) companies in 2009, only 17 (seventeen) companies, crude petroleum sub-sector and natural gas production (crude oil and natural gas production) which in 2014 were 7 (seven) companies in 2009, only 6 (six) companies, metal and mineral mining sub-sector (metal and mineral mining) in 2014 as many as 7 (seven) companies in 2009 only 7 (seven) companies, and land / stone quarrying (mining / land mining) sub-sector, which in 2014 were 2 (two) companies.

The following is the average share price in the mining sub-sector listed on the Indonesia Stock Exchange (IDX) for the period 2009 to 2014, see (table.1.1) about the average share price in the mining sector, below.

Table 1. Average Stock *Returns* in the Mining Sector (2009 - 2014)

No	Sectors	YEAR					
		2009	2010	2011	2012	2013	2014
1	Coal mining sub sector	-0.0020	-0.0041	-0.0082	0.1615	0.0402	0.1026
2	Metal and mineral mining sub-sector	0.0408	0.0133	0.0197	0.0309	0.0017	-0.0158
3	Petrollium and natural gas production sub-sector	0.0045	-0.1309	-0.0626	0.0615	0.0036	-0.0174
4	Land / store quarrying sub sector	-0.0141	0.0314	0.0049	0.0047	0.0096	-0.0145
	Average	0.0073	-0.0226	-0.0116	0.0647	0.0138	0.0137

Source: Indonesia Stock Exchange (2009-2014) processed data

Table 1 presents the average *return* of shares in the mining sub-sector. The fourth sub-mining sector showed *Return* Shareholders have the same tendency, namely a decrease and an increase in *Return* stake 201 years 4. The highest average stock *return* is in the coal-mining sub-sector, while the lowest average stock *return* is the petrollium and natural gas production sub-sector.

The mining sector, with its various high-risk operational activities and as the main sector driving the country's economy, naturally requires additional capital, a weaker mining sector index indicates lower investor expectations of the performance of issuers in the sector. Companies will have difficulty in obtaining additional capital, if there are no investors interested in investing. If companies in the mining sector are unable to carry out their operations properly, this can have an impact on Indonesia's macro-economic growth. The decline in the share price of the mining sector in addition to resulting in the level of *return* expected by investors to decline will also cause the market capitalization of the mining sector to also decline. The mining sector *market share for* the period of 2009-2014 can be seen through the following table:

Table 2. Market capitalization of the mining sector 2009-2014

No.	Year	Market Capitalization in the Mining Sector	Total Market Capitalization of All Sectors	Market Share
1	2009	284,225	2,019,735	14%
2	2010	515,132	3,257,491	16%
3	2011	388,282	3,537,782	11%
4	2012	321,405	4,128,207	8%
5	2013	250,845	4,219,020	6%
6	2014	251,080	5,228,043	5%

Source: Indonesia Stock Exchange (2009-2014) processed data

Table. 2 Pointing's market capitalization of the mining sector has increased during 2009-2010, but in 2011-2013 decline in the market capitalization of shares amounted to 126 851 billion in 2011, amounting to 66 876 billion in 2012, amounting to 70561 billion in 2013 but the year 2014 increased again not too high by 236 billion . This indicates a decline in investor interest in investing in the mining sector. The movement of stock prices is strongly influenced by investor expectations of macro and micro fundamentals.

Macro variables used in this study were considered to affect the *return* stock is rate of interest rate of SBI and Rupiah exchange rate against the US Dollar. This variable is very influential on opportunities to do business in a country. If economic performance deteriorates, stock prices will also deteriorate so *returns* and dividends expected by investors also decline,

The company's performance which gets the main attention from investors and creditors viewed from the financial statements included in the area: operating cash flow, working capital, net profit, because the performance is able to better describe the company's economic conditions and future growth. If the company's performance deteriorates, stock prices will also deteriorate so *returns* and dividends expected by investors will also decrease.

LITERATURE REVIEW

Effect of operating cash flow to *return* shares

Cash flow information is useful for investors and creditors to determine the company's ability to generate net cash flow in the future and compare it with liabilities - the obligation of short-term and long -term tires, including the possibility of dividend payments in the future. Cash flow statements are also useful for managers to assess past operating activities and plan future operating, investing and financing activities. According to Simamora, (2002, p,488) the main purpose of cash flow is to provide information about cash receipts and payments and funding from an entity for a certain period. In addition, cash flow statements can supply information that allows users to evaluate changes in a company's net assets, financial structure (including liquidity and solvency), and the ability to influence the amount and timing of cash flows in order to adapt to changing circumstances and business opportunities .

Thus the first hypothesis in this study are:

H1: There is a Effect of Operating Cash Flow to Stock Returns

Effect of working capital on stock returns

The importance of working capital in the company to know the financial condition of the company concerned, especially concerning issues of working capital position. The source of financing of a company does not only come from within the company itself. But companies must also look for sources of financing from outside the company, one of which is through the sale of shares. The reciprocal of the company to investors is to provide a *return* on the investment.

According to Darsono & Ashari (2005, p.53), *Net Working Capital* (NWC) or net working capital is used to determine the ratio of net working capital to current liabilities. Pahujja *and* Sahi (2012) revealed that the determination of an optimal capital structure is a balance between risk and profit achieved in achieving the goal of maximizing stock prices. This is in line with research Delof (2003) explains that having good knowledge on each element of working capital management can be very helpful in financial decision-making. But not in line with the results of research conducted by Kesuma (2005) in his research resulted in the conclusion that the working capital structure is not significant with stock prices. Thus the second hypothesis in this study are:

H2 : There is the effect of working capital to Returns stock

Effect of net Income to *return* shares

The income statement is a report that measures the success of the company's operations in a certain period of time. The greater the profits of the company, the company will be able to divide the greater dividends and will affect stock *returns*. Information about the profit or rate of *return* obtained by the company that is reflected in the financial statements will cause a reaction to the company's stock price. If the profit earned by the company is high, then the share that will be distributed to shareholders is also high so that many investors are interested in investing in the company. Conversely, if the profits earned by the company are low, then the dividends that will be distributed to shareholders will be low so that it will reduce investor interest to invest in the company (Smith and Skousen 2000, p.132). Research Linda (2005) states that an increase in net income can encourage investors to be more interested in buying company shares. Investor's interest in buying shares will be able to increase the company's stock price and lead to an increase in the company's stock *returns*. And the results of research conducted by Daniati (2006) to test the effect of information content components of cash flow statements, net income and company size on stock *Expected Return* obtained results there is a significant and positive effect between net income on the *Expected Retun of* shares. This is in line with research conducted by Trisnawati (2013) who tested the influence of operating cash flow, investment and funding as well as net income on *stock returns* with the results of research that net income has a positive effect on *stock returns.* Thus the third hypothesis in this study are:

H 3 : There is the influence of Net Profit to *Returns* stock

Effect of interest rates on stock *returns*

According to Bodie Kane & Marcus (2006, p.180) said that interest rates are one important input in investment decisions. If interest rates fall, people will tend to choose to invest long-term, whereas when interest rates increase people will tend to delay making long-term investments. Research linking interest rates and stock prices was also conducted by Sweenet and Warga (1986) the conclusion obtained was that stock prices are very sensitive to interest rate movements. The conclusion obtained is that there are different reactions for each industry to changes in interest rates. Thus the fourth hypothesis in this study are:

H4 : There is the influence of interest rates SBI to Returns stock

Effect of exchange on stock returns

According to Tandelilin, (2001, p.14), said the strengthening of the rupiah exchange rate against foreign currencies will reduce the cost of importing raw materials for production and will reduce the prevailing interest rates, so the strengthening of the rupiah exchange rate against foreign currencies is a positive signal for investors. When the Dollars exchange rate strengthens (increases) then at that time the rupiah exchange rate is decreasing (weakening). This is a negative signal for investors, Suyati (2010) researched the influence of inflation, interest rates and Rupiah / US Dollar exchange rates on property stock *returns* listed on the Indonesia Stock Exchange. The results showed that the Rupiah / US Dollar exchange rate had a positive effect on *returns.*

The results of the study are not in line with the results of research conducted by Saadah and Panjaitan (2006) which concluded that there was no significant dynamic interaction between stock prices and exchange rates. Thus the fifth hypothesis in this study is:

H 5 : There is the influence of exchange rate on the *Return of* stock

Effect of operational cash flow on dividend policy

The amount of cash flow from operating activities is an indicator that determines whether the company's operating activities can generate sufficient cash flow to pay off loans, maintain the company's operational capability, pay dividends and make new investments without relying on sources of income. According to Stice, et al. (2009, p.282) states that positive cash flow indicates that the business can continue to run for now. However, if the company's cash flow is inadequate and the company cannot obtain alternative financing in a short time, then the company cannot freely use cash including paying dividends. Thus, companies that generate positive operating cash flow may not be able to pay dividends to their shareholders. In line with research by Irawan and Nurdhiana (2012) which concluded that operational cash flow has no effect on dividend policy. Not in line with the research conducted by Rosdini (2007), which conducted the study of the effect of earnings and operating cash flow on Divident Payout Ratio (DPR) with the results of a positive influence on operating cash flow on dividend policy. Thus the seventh hypothesis in this study is:

H6: There is an influence of Operational Cash Flow on Dividend Policy

Effect of working capital on dividend policy

Networking capital (*net working capital*) is able to act as a substitute *Cash Holdings Company*. According to RJ (2008, p.57) argues that it is functionally working capital based on the functions of the fund in generating revenue (*income*). Every fund used in a company is intended to generate income from the company's main business, but not all funds are used to generate income for this period (*current income*). There are some funds that are used to obtain or generate income for the next period (*future income*). So that the higher income generated by the company will result in increased profits by the level of efficiency of the company. In addition, the higher the profit, the bigger the dividend payout target of the company. This is in line

with research conducted by Sumarto (2007) in his research concluded that *Quick Ratio, Current Ratio*, *Net working capital* can influence dividend policy. Thus the eighth hypothesis in this study are:

H 7 : There is an influence of Working Capital on Dividend Policy

Effect of net income on dividend policy

Companies that have a fairly good level of net profit accumulation from a subsequent period, usually have the potential to be able to share a portion of net income to the owner of the company (shareholders), the distribution of net income to shareholders is done in the form of dividends (Hery, 2012, p.287). Irawan and Nurdhiana's research (2011) investigated the effect of net income and operating cash flow on dividend policies listed on the Indonesia Stock Exchange in the 2009-2010 period concluded that net income obtained by companies had a positive and significant effect on dividend policy. This is in line with the research conducted by Ramli and Arfan (2011) who researched the influence of earnings, operating cash flow, free cash flow and dividend payments received by shareholders also stated that net income has a positive effect on cash dividends. This means that companies that obtain large net profits will tend to provide high dividends. Thus the hypothesis of success in this study are:

H 8 : There is an influence of Net Income on Dividend Policy

Effect of interest rates (SBI) on dividend policy

High interest rates indicate that high investment risk, high investment risk causes investors to expect high returns. Also at times of high interest rates, investors expect high rates of return. Thus forcing company managers to pay high dividends. Viewed from the macroeconomic side, rising interest rates cause expenses or capital costs of the company to increase so that the company loses its opportunity to increase revenue which in turn has an impact on declining dividend payments (Tandelilin, 2010, p.343). These results support Damoda ran's (1997) research which states that the influence of interest rate and exchange rate inflation on dividend policy shows that the level of interest rates influences internal financial decisions both investment decisions, funding decisions and dividend decisions. Not in line with Jeong's research (2011) concludes that interest rates have a negative influence on dividend policy when not regulated by the government and have a significant positive effect when regulated by the government. Thus the tenth hypothesis in this study are:

H 9 : There is an influence of the Interest Rate (SBI) on the Dividend Policy

Effects of exchange rates on dividend policy

Husnan (2009, p.47) argues that the strengthening of the rupiah against the dollar will reduce the cost of importing raw materials for production, and will reduce the prevailing interest rates, so the strengthening of the rupiah shows that companies do not have to provide sufficient funds to finance company operations, thus increasing company profits. High profits, causing the share of profits to be shared by shareholders to be large. The company divides the amount of dividends more when profits rise, this is done by the company so that investors' assessment of the company is maintained with the distribution of dividends. Besides that, the strengthening of the rupiah shows that companies can increase profits, so that the share of profits that can be shared with shareholders becomes large. These results support the research of Cristopher, Rufus and Ezekiel (2009) on 130 companies listed in Negeria in 2001 - 2007 which produced a correlation coefficient between the exchange rate and DPS of 0.724. This is in line with research conducted Demodoran (2007) states that foreign exchange rates have a significant effect on the company's internal decision including the dividend decision. Thus the eleventh hypothesis in this study are:

H 10 : There is an effect of the Exchange Rate on the Dividend Policy

Effect of Ssock returns on dividend policy

In general, investors have the main goal to improve welfare, namely by expecting returns in the form of dividends and capital gains. On the other hand, the company also expects continued growth to sustain its life, which at the same time must provide greater prosperity to its shareholders. Surely, this will be unique because the dividend policy is very important to meet the expectations of shareholders towards dividends, and from one side does not have to hamper the company's growth. Investors who are not willing to take risks (risk aversion) have the view that the higher the level of expected benefits as a result or reward for that risk. Furthermore, dividends received at this time will have a higher value than capital gains that will be received in the future.

Thus investors who are not willing to speculate will prefer dividends than capital gains. Investors invest funds aimed at maximizing the wealth gained from dividends or capital gains, while management is trying to maximize the welfare of investors by making dividend policy decisions. Black and Scholes (1974) revealed that the amount of dividend offerings and stock offerings will influence one another and look for mutual compatibility. If management wishes to increase stock returns in the future, the management will decide on a higher dividend payout ratio than the previous year. This statement is reinforced by research Harahap (2011) and Suharli (2006) states that stock prices have a significant positive effect on cash dividends. Inconsistent with research Suharli and Harahap (2004) found that Stock Returns affect the policy of the amount of dividend distribution negatively. Not many studies have examined the effect of stock returns on the policy of the amount of dividends. Thus the twelfth hypothesis in this study are:

H11: There is an effect of Stock Return on Dividend Policy

METHODOLOGY

In accordance with the background of the problem and the purpose of the study, the associative method was used in this study to determine the relationship and influence between two or more variables Sugiyono (2004, p.11). The population of this study is all financial statements of mining companies listed on the Indonesia Stock Exchange for the period 2009 - 2014 and are still listed as of December 31, 2014, and have financial reports that end as of December 31. During that period a total of 40 listed mining companies. All types of data are quantitative and the data sources used in this study are secondary data.

This study uses panel data to test the influence of hypothetical variables using quantitative techniques, while also knowing the effect of changes in macroeconomic fundamentals (SBI Interest Rate, Exchange Rate on USD) and microeconomics (Operational Cash Flow, Working Capital, Net Profit) on stock returns and their implications on the dividend policy of mining sector companies listed on the IDX. The use of this panel data can first explore the economic effects that cannot be obtained using time series data or cross-border data only. Second, because the amount of data and observations increased, resulting in an increase in degrees of freedom so that the coefficient variation became efficient and the value coefficient became more stable Hsiao (2003). Third, by accommodating all information related to latitude and time series variables, panel data can substantially reduce the problem of omitted-variables; if it removes relevant variables. At the same time, the problem of specification errors can be eliminated. There are three ways to estimate panel data, first Pooled (Ordinary least square, OLS). Second, fixed effects (dummy variable model, DMV). Third, random effects (error component model, ECM).

RESULTS AND DISCUSSION

Analyst is determinant of stock return

Table 3 . CFO, MK, LB SBI, KURS Test Results
against hospitals with the fixed effect method

Dependent Variable: RS?
Method: Pooled EGLS (Cross-section weights)
Date: 01/14/17 Time: 03:58
Sample: 2009 2014
Included observations: 6
Cross-sections included: 12
Total pool (balanced) observations: 72
Linear estimation after one-step weighting matrix

Variable	Coefficient	Std. Error	t-Statistics	Prob.
C	0.134933	0.017602	7.665620	0.0000
CFO?	0.002682	0.001763	7.221471	0.0139
MK?	0.004602	0.038734	0.118803	0.9059
LB?	0.006997	0.044775	7.132264	0.0376
SBI?	-0.895687	0.022263	8.623474	0.0000
EXCHANGE RATE?	-0.269703	0.100328	7.958213	0.0095
	Effects Specification			
Fixed cross-section (dummy variables)				
	Weighted Statistics			
R-squared	0.953938	Mean dependent var		-0.077487
Adjusted R-squared	0.916356	SD dependent var		0.908169
SE of regression	0.158472	Sum squared resid		1.381230
F-statistics	128,4582	Durbin-Watson stat		2.473676
Prob (F-statistic)	0.000000			

Source: Results of processing Eviews 9 (2015)

Analyst is the implications of dividend policy

Table 4 Test Results for SBI, KURS, CFO, MK, LB and RS against the DPR Permanent Securities Method

Dependent Variable: DPR?
Method: Pooled EGLS (Cross-section weights)
Date: 01/14/17 Time: 4:07
Sample: 2009 2014
Included observations: 6
Cross-sections included: 12
Total pool (balanced) observations: 72
Linear estimation after one-step weighting matrix

Variable	Coefficient	Std. Error	t-Statistics	Prob.
C	0.233645	0.045580	5.126060	0.0000
Hospital?	0.275703	0.172675	4,792153	0.0116
CFO?	-0.001211	0.006005	-0.441725	0.8409
MK?	0.012872	0.050253	4,325131	0.0279
LB?	0.501327	0.182568	4,911924	0.0082
SBI?	0.201671	0.192995	3.044752	0.0307
EXCHANGE RATE?	1.066416	0.457958	4,538622	0.0237

Effects Specification

Fixed cross-section (dummy variables)

Weighted Statistics

R-squared	0.971431	Mean dependent var	0.368332
Adjusted R-squared	0.969474	SD dependent var	0.291887
SE of regression	0.216429	Sum squared resid	2,529445
F-statistics	10.72075	Durbin-Watson stat	2.080698
Prob (F-statistic)	0.000000		

Source: Results of processing Eviews 9 (2015)

DISCUSSION

The effect of Operational Cash Flow (CFO) on stock returns

After testing with Eviews 9 shows the results that the CFO partially has a significant effect on Stock Return, this is because that the calculated CFO Tvalue of 7.2214 is greater t_{table} 7.2214 > 1.96. For investors information the amount of the company's operational cash flow shows the ability or the company's inability to create profit, operational cash flow shows the principal revenue activities, and also operating cash flow as an indicator that determines whether the company's operations can generate enough cash to repay loans, maintain the company's operational capability, pay dividends and make new investments without relying on external funding sources. This information is often used by investors to make decisions in their finances in investing in the stock market. This result is consistent with research by Trusnawati (2013), Hardian & Sugeng (2013), concluding that cash flow from operating activities has a significant effect on stock returns. However, it is not consistent with research conducted by Juliarto (2004), Azilia Yocelyn1 & Yulius Jogi Christiawan (2012) which concluded that Operating Cash Flow has no effect on stock returns

Effect of Working Capital (MK) on stock returns

After testing the Eviews 9 shows the results that the Constitutional Court partially has no effect on Stock Return, this is because that the value of the t_{count} MK of 0.1188 is smaller t_{table} 0.1188 < 1.96. For investors giving a negative response to working capital. Because of the large amount of working capital, can result in the ability of earnings to decline due to the slow turnover of company funds. This can be perceived by investors that management is unable to use working capital efficiently. Besides that for investors having good knowledge on every element of working capital management can be very helpful in making financial decisions. However, not all investors take advantage of such things. There is no influence between working capital with company stock returns because investors do not take their investment decisions, by looking at the value of working capital, because this value is not included in the financial statements so investors must calculate their own value of this ratio. These results are consistent with the research of Juliarto (2004) concluding that operating working capital does not affect the stock returns of emitan companies on the Indonesia Stock Exchange.

Effect of Net Income (LB) on stock returns

After testing with Eviews 9, it shows the results that LB partially influences the Stock Return, this is because the t_{count} LB value of 7.3122 is greater than the t_{table} 7.3122 > 1.96. Net income can provide information on profits during operations, in addition to net income can provide information about the level of development of a company during operations. In addition, if the profits obtained by the company are high, the dividends to be distributed to shareholders are also high so that many investors are interested in investing in the company. Conversely, if the profits earned by the company are low, the dividends to be distributed to shareholders will be low so that it will reduce investor interest to invest in the company. This result is consistent with research by Hardian & Sugeng (2007), Azilia Yocelyn1 & Yulius Jogi Christiawan (2012) which concluded that net income affects stock returns.

Effect of Interest Rates (SBI) on stock returns

After testing with Eviews 9 Shows the results that SBI partially influences the Stock Return, this is because the SBI t_{count} of 8.6234 is greater than the t_{table} 8.6234 > 1.96. Decrease in interest rates will improve capital market performance (stock returns) or vice versa rising interest rates cause investors (investors) to look for other alternatives that are more profitable, thus providing increasingly narrow limits for increased capital (investment) in shares of listed companies on the Indonesia Stock Exchange. The interest rate is one of the important inputs in investment decisions. If interest rates fall, people will tend to choose to invest long-term, whereas when interest rates increase people will tend to delay making long-term investments. These results are consistent with research by Domian Gilester & Lauton (1996) that the interest rate is better able to predict

future stock returns. But not with research conducted by Sajjad, et al. (2012) which concluded that interest rates did not have a significant positive effect on stock prices.

The influence of KURS on stock returns.

After testing the Eviews 9 shows the results that KURS partially influences the Stock Return, this is because the SBI t_{count} of 7.9582 is greater than the t_{table} 7.9582 table > 1.96. Information on the strengthening of the rupiah exchange rate against foreign currencies will reduce the cost of importing raw materials for production and will reduce the prevailing interest rates, so the strengthening of the rupiah exchange rate against foreign currencies is a positive signal for investors. When the Dollars exchange rate strengthens (increases) then at that time the rupiah exchange rate is decreasing (weakening). This is a negative signal for investors. This result is consistent with the research of Sudjono (2006), Suyati (2010) who concluded that the rupiah exchange rate has a significant negative effect on the stock price index. But it is not in line with the results of the thought of Edhi Asmirantho (2013) who concluded that an increase in KURS would not increase stock returns. But it is not consistent with research conducted by Hardiningsih, Pancawati. Suryanto. Chariri, A, (2002) the results of the study prove that the exchange rate of the rupiah against Dollars has a negative effect on stock returns.

Effect of Operational Cash Flow (CFO) on Dividend Policy (DPR)

After testing the Eviews 9 shows the results that the CFO partially has no effect on dividend policy, this is because that the SBI t_{count} of - 0.4417 is smaller than t_{table} - 0.4417 < 1.96. These conclusions provide an understanding that the cash flow that a company generates from operating activities does not affect the amount of dividends provided by the company to its shareholders. A positive cash flow indicates that the business can continue to run for now. However, if the company's cash flow is inadequate and the company cannot obtain alternative financing in a short time, then the company cannot freely use cash including paying dividends. Thus, companies that generate positive operating cash flow may not necessarily be able to pay dividends to their shareholders. This result is consistent with Nurdhiana's research (2012) which states that Operational Cash Flow has no effect on dividend policy. However it is inconsistent with Early Rosdini's research (2007) which concludes that Operating Cash Flow Affects Dividend Policy. But it is not consistent with research conducted by Rowland (2014) which concluded that cash ratio does not affect dividend policy.

Effect of Working Capital (MK) on Dividend Policy (DPR)

After testing with Eviews 9, it shows the results that the Constitutional Court partially influences the dividend policy, this is because the SBI t_{count} value of - 0.4417 is smaller than t_{table} 4.3251 > 1.96. The concept of working capital turnover is obtained from sales divided by working capital. The higher sales will result in increased profits with a balanced level of company efficiency. In addition, the higher the profit, the greater the dividend payment target of the company. These results are consistent with research conducted by Sumarto (2007) in his research concluding that Quick Ratio, Current Ratio, Net working capital can influence dividend policy

Effect of Net Income (LB) on Dividend Policy (DPR)

After testing with Eviews 9, the results show that LB partially influences dividend policy, this is because the SBI t_{count} of 4.9919 is smaller than t_{table} 4.9919 > 1.96. This positive significance shows that the higher the net profit a company receives, the higher the cash dividends distributed, and vice versa. When the company's net profit decreases, the company's ability to distribute cash dividends also decreases. Net income is often used by companies as a means to influence decisions relating to dividends to be distributed or not and how much amount of dividends to be distributed. These results are consistent with Nurdhiana's research (2012). Concludes that net income has a positive and significant effect on dividend policy. Rowland (2014) concludes that Net Profit Margin has no effect on dividend policy.

Effect of Interest Rates (SBI) on Dividend Policy (DPR)

After testing with Eviews 9, the results show that SBI partially influences dividend policy, this is because the SBI t_{count} of 3.0447 is smaller $t_{table\ 3.0447}$ > 1.96. The increase in interest rates causes expenses or capital costs of the company to increase so that the company loses its opportunity to increase revenue which in turn has an impact on declining dividend payments. These results are consistent with Domodoran's (2007) study concluding that interest rates affect investment decisions, funding decisions and dividend policy decisions.

The influence of KURS on Dividend Policy (DPR)

After testing with Eviews 9, it shows the results that KURS partially influences dividend policy, this is because the SBI t_{count} of 4.5386 is smaller than t_{table} 4.5386 > 1.96. The strengthening of the rupiah shows that companies do not have to provide sufficient funds to finance the company's operations, thereby increasing company profits. High profits, causing the share of profits (dividends) which is divided into shareholders into large. These results are in line with Domodoran's (2007) study concluding that KURS influences investment decisions, funding decisions and dividend policy decisions.

Effect of Stock Return (RS) on Dividend Policy (DPR)

After testing with Eviews 9 Shows the results that the RS partially influences the dividend policy, this is because that the SBI $t_{count\ of}$ 4.7921 is smaller $t_{table\ 4.7921}$ > 1.96. The higher the stock price, the greater the rate of return which has a large impact on the dividends paid. This will provide a positive signal for investors to invest their capital in the company so that with many investors investing their capital in the company, it will be followed by an increase in the distribution of dividends by the company. This result is strengthened by research by Harahap (2011) and Suharli (2006) stating that stock prices have a significant positive effect on cash dividends. But not in line with research Sofyan Safri Harahap (2004) states that stock returns do not affect the amount of dividend distribution.

CONCLUSIONS

Operational Cash Flow has a positive and significant effect on stock return. These results support the study of Widya Trusnawati (2013) concluding that cash flow operating activities have a significant effect on stock returns. The amount of operational cash flow for investors shows the amount of profit, repay loans, and the company's operating capability. Operational Cash Flow also has a dominant influence on stock prices. This shows that investors in Indonesia especially during the study period paid more attention to the availability of the company's actual cash compared to profits. This condition indicates that investor expectations of investment returns are increasingly realistic.

Working Capital has a positive but not significant effect on Stock Return. These results support the research of Juliarto (2004) concluding that operating working capital does not affect stock returns. Having good knowledge about working capital management is very helpful. But not all take advantage of things like that, besides that the value of working capital is not included in the financial statements so investors must calculate their own value of this ratio.

Net Income has a positive and significant effect on ReturnSaham. These results support the research of Hardian & Sugeng (2007) that net income affects stock returns. Net income can provide investors with information about earnings and operating activities.

SBI interest rates have a negative and significant effect on Stock Returns. These results support the research of Domian Gilester & Lauton (1996) that interest rates are better able to predict future stock returns.

Foreign Exchange Rates have a positive and significant effect on Stock Returns. These results support the research of Sudjono (2006), and are not in line with Edhi Asmirantho that increasing KURS will not increase stock returns.

Operational Cash Flow has no significant negative effect on Dividend Policy. These results support the research of Nurdhiana (2012) which states that it has no effect on dividend policy. These conclusions provide an understanding that the cash flow that a company generates from operating activities does not affect the amount of dividends given to shareholders. A positive cash flow indicates that the business can continue to run for now. However, if the company's cash flow is inadequate and the company cannot obtain alternative financing in a short time, the company cannot freely use cash including paying dividends.

Working Capital has a positive and significant effect on Dividend Policy. These results support the research of Sumarto (2007) in his research concluding that Quick Ratio, Current Ratio, Net Working Capital can influence dividend policy The concept of working capital turnover is obtained from sales divided by working capital. The higher sales will result in increased profits with a balanced level of company efficiency. In addition, the higher the profit, the greater the dividend payment target of the company.

Net Income has a positive and significant effect on dividend policy. These results support the research of Nurdhiana (2012) concluding that net income has a positive and significant effect on dividend policy. This shows that net income is often used by companies as a means to influence decisions relating to dividends will be distributed or not and how much dividend will be distributed.

SBI interest rates have a positive and significant effect on Dividend Policy. Which shows that the lower the interest rate, the higher the ability of a company to pay all obligations. The interest rate that is too high will affect the present value of the company's cash flow, so that investment opportunities that exist will no longer be attractive. A high interest rate will cause the cost of capital borne by the company is high, on the other hand a high interest rate causes the required return of the investor on a stock to increase. In addition, high interest rates can cause investors to move investments from stocks to savings or deposit investments. This result is in line with Demodorant's research (2007) concluding that interest SBI influences investment decisions, funding decisions and dividend policy decisions, as long as research Investors are more interested in paying attention to SBI in making their investments.

Foreign Exchange Rates have a positive and significant effect on Dividend Policy. This shows that the strengthening of the rupiah shows that companies do not have to provide sufficient funds to finance the company's operations, thereby increasing company profits. High profits, causing the share of profits to be shared by shareholders to be large. The company divides the amount of dividends more when company profits rise, this is done by the company so that investors' assessment of the company is maintained with the distribution of dividends. These results support Domodoran's (2007) study concluding that KURS influences investment decisions, funding decisions and dividend policy decisions.

Stock Return has a positive and significant effect on Dividend Policy. This result is not in line with research Sofyan Safri Harahap (2004) states that stock returns do not affect the amount of dividend distribution. The higher the stock price, the greater the rate of return which has a large impact on the dividends paid. This will give a positive signal to investors.

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Development of Nahwu Learning media based on Android

Desarrollo del aprendizaje Nahwu basado en media android

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ABSTRACT

This study aims to develop Nahwu learning media to improve the teaching process of students. The method used in this investigation was ADDIE (research and information gathering, planning, development of a preliminary product form, preliminary field test, main product review, main field test, operational product review, operational field test, final product review, and dissemination and implementation). The study population consisted of 30 students of the Arabic language in experimental and control classes. Data were analyzed using the t-test. and show that Nahwu learning media are "very good", feasible to use and have been developed quite effectively to improve student learning.

Keywords: Learning media, Nahwu, self-learning gender.

RESUMEN

Este estudio tiene como objetivo desarrollar medios de aprendizaje Nahwu para mejorar el proceso de enseñanza de los estudiantes. El método utilizado en esta investigación fue ADDIE (investigación y recopilación de información, planificación, desarrollo de una forma preliminar de producto, prueba de campo preliminar, revisión de producto principal, prueba de campo principal, revisión de producto operacional, prueba de campo operacional, revisión de producto final, y difusión e implementación). La población de estudio estuvo conformada por 30 estudiantes del idioma árabe en clases experimentales y de control. Los datos se analizaron mediante la prueba t. y muestran que los medios de aprendizaje Nahwu son “muy buenos”, factibles de usar y se han desarrollado con bastante efectividad para mejorar el aprendizaje de los estudiantes.

Palabras clave: Género de autoaprendizaje, medios de aprendizaje, Nahwu.

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INTRODUCTION

Learning Arabic at the Islamic State University of Malang is a compulsory subject that must be taken by students, one of which is Nahwu course. The science of Nahwu discusses the arrangement of sentences in accordance with the rules of science in understanding Arabic lessons, both related to the form or line at the end of a sentence [1]. The aim of Nahwu learning is for students to be able to know Arabic sentences in terms of changes in i'rab (sentence change) and bina' (sentence structure) [2].

In studying Nahwu in Islamic State University of Malang, students have difficulty understanding the subject. Apart from the fact that some students came from public schools and had never studied Arabic before, other obstacles were caused by the limited learning media available. So, in this case, students need appropriate teaching media so they can improve student learning outcomes well. Multimedia is one of the media that can meet the needs of teaching materials that can be used in learning nahwu science. Media components include; text, images, audio, and video. These components can support more optimal student learning. Multimedia enables easier and more efficient understanding, learning and application of knowledge [3]. Reiser defines learning media as any means that can be used to convey learning material and stimulate students' senses, thoughts, interests and attention to improve learning outcomes. One of the most important components in a learning system is learning media [4]. The use of multimedia will be optimized if supported by tools that are easy to use, one of which is an Android-based smartphone.

Android is a Linux based operating system designed for devices, such as smartphones and tablet [5]. Android is an open-source which is mean that various application features in the android can be changed according to the needs of its users, including in making learning applications [6]. And Android which is currently growing rapidly compared to other smartphones. Android has advantages such as an operating system that is open (open source) [7]. In 2017, mobile smartphone shipments amounted to around 1.47 billion units. As of the second quarter of 2017, Android accounted for approximately 87.7% of the mobile OS market share [8]. Data released on the website https://gs.statcounter.com shows that the use of Android-based smartphones is increasing very rapidly, in August 2015 from 68.39% to 92.27% in September 2018. This is also strengthened by the data obtained from S1 students majoring in Arabic Language, the Islamic State University of Malang, from 30 students all using Android-based smartphones. In this connection, the opportunity to use software (mobile devices) in the world of education is very useful.

The software in the learning process is known as mobile learning (m-learning). Clark Quinn said, the intersection of mobile computing and e-learning: accessible resources wherever you are, strong search capabilities, rich interaction, powerful support for effective learning, and performance-based assessment. ELearning independent of location in time or space [9]. Mobile learning is one of the learning media that uses smartphones that can be accessed anywhere and anytime [10]. So in this research, the development of android-based learning multimedia is expected to support and enhance the learning success of special students in realizing Nahwu Science.

METHODOLOGY

This research uses research and development methods. The product developed in this research is Android-based learning media nahwu. The product development procedure adapts the ADDIE development model which consists of five stages namely Analysis, Design, Development, Implementation, and Evaluation [11]. The steps in developing learning media with the ADDIE model are shown in the following figure:

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Figure 1. ADDIE model [12]

Product development results are then assessed for their feasibility and effectiveness. The feasibility of an Android-based nahwu learning media product is obtained from expert judgment on the product eligibility questionnaire. In addition, a product feasibility assessment questionnaire was given to participants after product implementation to determine students' responses to the product being developed. The effectiveness of the product development results obtained from the results of student tests on learning nahwu. Test scores obtained by students were analyzed for significance using SPSS 24.0. Significance analysis was conducted to determine differences in learning outcomes before and after learning in the experimental class and the control class. The test subjects in this study were second-semester students majoring in Arabic Language Education at the Islamic State University of Malang.

Sampling class is done randomly by simple random sampling so that class A is determined as the experimental class and class B as the control class. Both classes consist of 30 students each. Data collection techniques are done using questionnaires and tests. A questionnaire is used to determine the feasibility of the product being developed. The test is used to determine the effectiveness of the product developed on student learning outcomes in learning nahwu. The type of data in this study is quantitative data consisting of scores of product worthiness assessments by material experts and media experts, student questionnaire scores and student learning outcomes test scores. The product feasibility scores obtained are categorized using the interval of the eligibility percentage as in the following table:

Table 1. Product Eligibility Criteria [13]

No	Interval Persentase	Value
1	< 21 %	Very Not Good
2	21 % - 40 %	Not Good
3	41 % - 60 %	Good Enough
4	61 % - 80 %	Good
5	81 % - 100 %	Very Good

The product implementation phase is carried out with the quasi-experimental design method because there are external variables that cannot be controlled by the researchers in this study. The design used is non-equivalent control group design where, before treatment, both the experimental class and the control class are given a pre-test to determine the students' initial abilities. Furthermore, after being given treatment, the experimental group and the control group were given a post-test that aims to determine the state of the two classes after being given a different treatment. In this study, the experimental class received treatment in the

form of an android-based nahwu learning while the control class conducted conventional learning. The research design is illustrated by the following table:

Table 2. Non-equivalent Control Group Design

Class	Test	Implementation	Test
Experiment	Pre-test	Learning Media based android	Post-test
Control	Pre-test	Conventional learning	Post-test

RESULT AND DISCUSSION

Data on the feasibility of android-based nahwu learning media is obtained through a questionnaire distributed at the trial stage. Data obtained from material expert lecturers, media experts and students are illustrated in the following table:

Table 3. Data on the results of the feasibility assessment by experts

No	Validator	Percentage
1	Material Experts	87,5 %
2	Media Experts	97,5 %
3	Students	84,0 %

From the table above it can be seen that the results of the assessment by both material experts and media experts indicate the percentage of eligibility that can be categorized as very feasible. Therefore, it can be said that successfully developed products in the form of Android-based learning media nahwu are feasible to be implemented in the field during extensive trials.

The effectiveness of the Android-based nahwu learning media is obtained through the provision of test results in the experimental class and the control class. . At this stage, students work on pre-test and post-test questions, each of which consists of 20 multiple choice questions. Data values obtained by students were compared between the experimental class and the control class. Thus, it can be seen the difference in learning outcomes between pre-test and post-test Recapitulation of the average results of the test scores of the experimental class and the control class are illustrated in the following figure:

Table 4. Value pre-test and post-test

No	Class	Mean	
		Pre-test	Post-test
1	Experiment	71,83	81,33
2	Control	66,83	79,10

Based on the table it can be seen that between the experimental class and the control class both experience an increase in the average value of the post-test value. In addition, the average value of nahwu learning in the experimental group showed higher numbers than the control class. This shows learning by using android-based learning media is more effective in improving student learning outcomes.

The test score results obtained in the form of pre-test scores and post-test scores were further analyzed to determine the achievement of students' cognitive understanding of nahwu learning. Achievement data of learning outcomes in hypothesis testing using non-parametric statistical test analysis due to not achieving

parametric prerequisites in the data obtained. Non-parametric test used is U Mann Whitney. U mann whitney test is used to analyze the presence or absence of an average difference between two independent data. The results of the hypothesis prerequisite test in this study are shown in the table below.

Tabel 5. Test of Normality

No	Class	Value			
		Pre-test		Post-test	
		df	Sig.	Df	Sig.
1	Experiment	30	.110	30	.053
2	Control	30	.138	30	.000

Based on the above table, it is known that the post-test data results are not normally distributed. The result of homogeneity of variance shown in the table below.

Tabel 6. Test of Homogeneity of Variance

No	Class	Sig.	
		Pre-test	Post-test
1	Experiment	.110	.053
2	Control	.138	.000

Based on the above table, it is known that the variance were not homogeneous so that the parametric test prerequisites are not achieved. Therefore a hypothesis test was performed with the Mann Mann Whitney test. The results of the U mann whitney test are shown in the following table.

Table 7. Result U Mann-Whitney

Statistic Test	Z	Sig.
U Mann-Whitney	-2,750	0,006

Based on the results of this study the Android-based nahwu learning media can significantly improve student learning outcomes. Android-based nahwu learning is very interactive media because it provides features of images, video audio, and others, which can attract the attention of students to learn actively in understanding learning nahwu [14]. In addition, the android application can be easily accessed anywhere and anytime by students, in accordance with the objectives of mobile learning developed [15]. Based on the observations of teachers in learning in the classroom shows that students are enthusiastic about learning compared to students in the control class.

The Android-based nahwu learning media has several main menu, namely competency, material, evaluation, glossary, and application menus. The "Competencies" menu contains the competencies that are expected to be mastered by the user after studying the material presented in the application. On the "Material" menu there are material summaries then users can test their understanding of the material presented in the "Evaluation" menu. In addition, there is a "Glossary" menu which contains several terms related to the material presented. While the "About Application" menu contains a brief description of the application. The existence

of these menus allows users to choose their own content to be studied. All these features on this application can automatically students' learning interest and effectively improve their understanding on nahwu course. This is in accordance with the opinions [16]. Regarding some content criteria that make multimedia based mobile learning effective.

CONCLUSION

Android-based learning media successfully developed and effective to applied in Nahwu course in college student of Arabic education in Islamic state university of Malang. This result shown by the calculation of the feasibility value is based on the eligibility category table. In accordance to the learning outcome result on nahwu course, it was found that there is a significant difference to learning outcome between experiment class and control class. The result of this study indicates that Android-based learning media, which are successfully developed, were effective to increase Student College learning outcomes.

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Artículos

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Model of Employee Motivation and Cooperative Performance

Modelo de motivación de los empleados y su desempeño cooperativo

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ABSTRACT

The purpose of this study was to determine the effect of leadership and compensation on motivation and also its implications on the performance of cooperative employees in Padang. The method used was descriptive - verifying with a survey to 330 employees. Data analysis was made using the structural equation model program (SEM) with linear structural relationship (LISREL) 8.80. The results showed that: 1) leadership and compensation have a significant positive effect on motivation. 2) Leadership, compensation and motivation have a positive and significant impact on employee performance.

Keywords: Compensation, cooperative performance, employee motivation, leadership.

RESUMEN

El propósito de este estudio fue determinar el efecto del liderazgo y la compensación sobre la motivación y también sus implicaciones en el desempeño de los empleados de las cooperativas en Padang. El método utilizado fue descriptivo - verificativo con el tipo de encuesta a 330 encuestados. Análisis de datos utilizando el programa modelo de ecuación estructural (SEM) con relación estructural lineal (LISREL) 8.80. Los resultados mostraron que: 1) el liderazgo y la compensación tienen un efecto positivo significativo en la motivación. 2) el liderazgo, la compensación y la motivación tienen un impacto positivo y significativo en el desempeño de los empleados.

Palabras clave: Compensación, desempeño cooperativo, liderazgo, motivación de los empleados.

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INTRODUCTION

Survival and cooperative development are highly dependent on management. Good management will bring a positive impact on the cooperative permiting its rapidly growth. However, poor management of the cooperatives will bring bad effects in the cooperative and indirectly on the nation's economy. In line with the progress of time, cooperative development does not match expectations. Contributions existence less can be felt directly by the people. Now the country's economic life is controlled by the big companies with the capitalist system.

Many factors can lead to reduced levels of growth, both the level of growth in the number of members, business volume and the level of net income (SHU) is achieved cooperatives in the district of Padang. Based on the results of a strategic plan study Cooperatives and SME Padang District states that the general problems faced by cooperatives in the district of Padang, among others:

1. Capital and financing
2. Human Resources (HR)
3. management
4. Facilities and infrastructure
5. Cooperation with businesses
6. The development of superior products

In line with the above statement, (Telha, Rodrigues, Páscoa, & Tribolet, 2016) through his research that:

> Employee Performance is most important factor in an organization success therefore, there is need to adopt effective human resources strategies that aim to improve employee performance and creates the culture of high performance in any organization based on human resource practices.

That the performance of employees is the most important factor in the success of the organization, therefore, there is a need to adopt an effective HR strategy that aims to improve employee performance and creating high performance in any organization is based on the practice of human resources.

(Al Mehrzi & Singh, 2016) through the research results stated that the significant and positive relationship between motivation and performance of employees. Irum Shahzadi et. al add the conclusion that the intrinsic rewards have a significant positive relationship with employee performance and motivation of employees. Then (Beth Knight, 2016) through his research stating that leadership, compensation, and motivation to work together and partially positive and significant impact on performance. Motivation is a process that needs to encourage a person to perform a series of events that lead to achievement particular purpose. If achieved will satisfy or fulfill those needs.

Motivation is one of the tools to subordinate superiors willing to work hard and work smart by expected. Employees need to be motivated as there are new employees who want to work after their superiors motivated. The motivation arising from the boss called extrinsic motivation and motivation arising from the self-called intrinsic motivation. The motivation arising from self-will usually more durable than the motivation that comes from outside.

(Mintrom & Norman, 2009), through his research, concluded that leadership affects the relationship between employee participation and organizational performance. Findings from this study also showed a poor relationship between leaders and employees, so that the results of the study concluded that leadership can positively affect the performance of employees in the service sector. Then (Singh, 2013) through research states that delegates are effective in organizations to improve employee performance and organizational performance in general. The findings of this research are also paramount in informing managers and employees that need a delegate and how to use delegation as management skills to improve employee performance. While the results of research conducted by (Joo & Ready, 2012) concluded that leadership is useful to motivate the employees working in the organization.

Based on the three statements above, the lack of motivation and performance of employees of cooperatives in the district of Padang tend to be caused by the relative lack of good leadership.

Compensation, the most fundamental of human resources (employees) that they redeem all their energy and their mind to get compensation. Compensation may include salary, incentives, and benefits that can improve employee motivation and ultimately improve employee performance. Their sense of injustice of the employees will lead to things that are not good for achieving organizational goals. This is due to the gap between the expectations of employees with the fact that the organized obtained.

LITERATURE REVIEW

Leadership

(Beth Knight, 2016) define leadership as a process whereby an individual influences a group of individuals to achieve a common goal. Leaders play an important role in helping groups and organizations to achieve their goal. After all the abilities and leadership skills in directing are important factors of leadership effectiveness.

Leadership is to ensure direction, alignment and commitment to the team and organization (Mintrom & Norman, 2009).

Leadership is an important part of management, the statement in (Joo & Ready, 2012) that the leader as a person who can determine exactly what should be done and the manager is the one who can do it right all the duties and responsibilities. Another opinion expressed by (Andiyasari & Ardiningtiyas, 2010) which distinguish the management with leadership based on the functions and activities. Leadership deals with change mitigation, while management is concerned with countermeasures complexity. That is not the same as management leadership. Leaders determine where the direction of the business, internally and externally towards the goal. Leaders are strategists who set goals of the organization, while managers focus on ways to enable an organization to achieve its goals.

Based on the above, in this study is defined leadership a process to influence and support major changes in attitudes and assumptions of members of the organization to achieve organizational goals, Leadership is measured by four dimensions, namely:

1. Leadership orientates achievement (achievement-oriented), measured by indicators:
   a. Target jobs
   b. The high performance of subordinates
   c. Improved performance.
2. Leadership directive (directive), measured by indicator:
   a. Explanation tasks
   b. Information on how to duty
   c. Relations duties of employees
   d. clarity instruction
   e. Monitoring subordinate task
3. Participative leadership (participative), measured by indicators:
   a. togetherness task
   b. Cooperation
   c. Participation
   d. Work in a group
   e. Discussion
4. Leadership supportive (supportive), measured by indicators:
   a. working interest
   b. Work atmosphere

c. Giving opportunity
d. labor conflict
e. Spirit at work

Compensation

(Platis, Reklitis, & Zimeras, 2015) defines the compensation is "compensation as all forms of payments or rewards given to employees roommates Arise from their employment". Compensation is as any form of payment or benefits granted to employees arising from their employment. Compensation is one of the basic reasons for employees to find work. According to (Gula, 2008), compensation can be divided into three classifications, namely fixed-pay, flexible pay and benefits. Meanwhile, according to (Crane, Michenaud, & Weston, 2016) compensation is divided into two classifications, namely Performance-based pay and non-performance-based pay.

Then Another classification of the compensation as stated by (Ittner, Larcker, & Meyer, 2003) as follows: "Direct Compensation is the basic wage and Salaries, plus performance-based pay. Indirect compensation of health insurance programs, pay for time not worked and various other employee benefits". Direct compensation consists of wages and salaries and other payments based on performance. Indirect compensation includes programs such as health insurance, payment of salary for not working and other forms of benefit.

(Hirshleifer & Teoh, 2003) suggest that compensation reminds the achievements of individuals, groups or organizations that may include: wage cuts (wage period), commissions, bonuses, for-profit and for production. Wage cuts (wage period) is the wage outcome is not satisfactory, because wages can only be set if the work can be measured according to a certain size, such as the number of times, the amount of weight, the amount of breadth by what to do.

Based on the above, this study is defined as compensation (award) directly or indirectly granted to employees based on the value of work, Contributions and employee performance. Compensation was measured in two dimensions, namely:

1. Dimensions direct compensation measured by several indicators, namely:
   a. Suitability of salary/wages
   b. magnitude incentives
   c. The quantity of money eating (food) received
   d. The quantity of money transformation received.
2. Dimensions of indirect compensation measured by several indicators, namely:
   a. The magnitude of health benefits
   b. Holiday allowance
   c. Allowances completed work
   d. provision of training
   e. The award of the leaders/organizations.

Work motivation

(Murphy, Benckendorff, & Moscardo, 2007) motivation is a process that needs to encourage a person to perform a series of activities that lead to the achievement of certain goals. Motivation is defined by (Sharma, 2009) as the willingness to exert high levels of effort toward organizational goals, conditioned by the effort's ability to satisfy some individual needs. Three key elements in further definitions are provided as an effort, the organization's goals and needs.

Given the Stanford (Heller Baird & Parasnis, 2011), motivation is a condition that drives man toward specific goals. Meanwhile, (Baird & Parasnis, 2011) defines motivation is a stimulant desire and willingness to work one's locomotion. While (Stello, 2014) defines motivation as an integral part of the relationship / industrial in the

framework of the process of formation, development and human resource director in a company.

According to (Grant, 2012) states that motivation is a term used in organizational behavior to portray the forces within the individual, which describe the extent, direction, and persistence of effort expended on the job. While the opinion of (Webb, Bruton, Tihanyi, & Ireland, 2013) argues work motivation is defined as a condition affecting arousal, direction, and maintenance of behaviors relevant to the work setting.

Based on the description above theory, so in this study work motivation is defined as an employee's willingness to exert high levels of effort toward organizational goals, conditioned by the effort's ability to satisfy some individual needs, Motivation is measured by three-dimensional work, namely:

1. Dimensions existence measured by indicator:
   a. by salary requirements
   b. in accordance incentive need
   c. Suitability of allowances needs
   d. The certainty of continuity of work.
2. dimensions relatedness measured by indicators:
   a. Relations with member
   b. Relationships with colleagues
   c. Relations with the board
3. dimensions growth indicators:
   a. Recognition of the work
   b. The award is given for the work
   c. The opportunity to develop skills in the job

Employee performance

(Malär, Nyffenegger, Krohmer, & Hoyer, 2012) defines performance as a function of the ability to do, the opportunity to perform and willingness to perform. Performance can be seen as the capacity of individual employees to perform the performance by the capacity, opportunity, and ability you want to show. While (Kotabe & Murray, 2004), the performance as a result of work-related to organizational objectives such as quality, efficiency, and other effectiveness criteria. (Singh, 2013) identified performance as the result of an activity which is one measure of individual performance.

(Kamisah, 2012) that the performance of an embodiment of the work done by the employee which is usually used as the basis for an assessment of the employee or the organization. The good performance is a step to the achievement of organizational goals. So that needs to be pursued efforts to improve performance. But this is not easy because many factors affect a person's high and low performance.

(Kurtessis et al., 2015) are defined as the achievement of the performance of a specific task as measured against a predetermined or standard identification accuracy, completeness, cost, and speed. (Style & Performance, 2015), the performance is defined as the results achieved from the action with the skills of employees who appear in some situations. Meanwhile, according to (Sutanto & Kurniawan, 2016), performance is a function of motivation and ability.

Based on the description above theory, so in this study is defined employee performance work results achieved on the ability of employees to carry out and complete the work by the responsibilities assigned to him by the criteria and objectives set by the organization. Employee performance is measured by the six dimensions, namely:

1. Dimensional quality of work measured by indicators:
   a. Suitability work with job readiness
   b. Suitability work with occupational standards

2. Dimensions quantity of work measured by indicators:
   a. Suitability of the work with the target job
   b. The accuracy of completion of work
   c. The completion of the work exceeds the standard time.
3. Dimensions of job knowledge measured by indicators:
   a. The level of knowledge in the work
   b. The skill level in the work
   c. Degree of caution in the work.
4. dimension cooperation measured by indicators:
   a. Willingness collaboration with colleagues
   b. The willingness of cooperation with the leaders.
5. dimension initiative measured by indicators:
   a. Initiatives carry out the work
   b. Initiatives find solutions to solve the problem
   c. Morale in executing new jobs
6. Dimensions personal qualities measured by indicators:
   a. Honest and responsible
   b. Loyal to the leadership
   c. Loyal to the organization

Hypothesis

1. There is a leadership have influence on work motivation in the Cooperative Employees in the district of Padang.
2. There is a compensation have effect on work motivation in the Cooperative Employees in the district of Padang.
3. There is the influence of leadership and compensation simultaneous on work motivation in the Cooperative Employees in the district of Padang.
4. There is a leadership have influence on employee performance in the Cooperative Employees in the district of Padang.
5. There is the influence of compensation on employee performance in the Cooperative Employees in the district of Padang.
6. There is the influence of work motivation on employee performance in the Cooperative Employees in the district of Padang.
7. There is the influence of leadership, compensation, and motivation simultaneous on employee performance in the Cooperative Employees in the district of Padang.

METHODOLOGY

The method used is the explanatory survey. Descriptive data collection is done on 330 people Employees Cooperative in Padang District, the sampling technique using proportional random sampling. Data analysis was performed several sources, both secondary data and primary data, such as data unite employees to every question in the questionnaire, which revealed any questions about leadership, compensation, motivation, and employee performance, validity and reliability using a sample of 30 employees outside of respondents , on the one question, which consists of 18 questions of variable leadership, compensation 9 questions, motivation and performance of employees 10 questions 16 questions. Structural analysis tools using Equation Model (SEM). The reason for choosing this method is due to its ability to measure the construct indirectly through indicators and simultaneously analyze the indicator variables and latent variables, and the relationship between indicators

of latent variables, as well as the relationship between variables with other variables, together with the involvement of the measurement errors. The results of this study are expected to provide an overview of the clarity of the relationship and the magnitude of the influence of variables that are very useful to explore in detail the various factors which Dapa improve motivation and performance of employees in order to provide a comprehensive understanding of the parties concerned in an effort to improve the quality of education in Indonesia, particularly in the district of Padang.

RESULTS AND DISCUSSION

The full model SEM equation using 8.70 lisrel programs acquired two models of trajectory, which is the standard model diagram and model of the t-value, of each model shown in the following figure

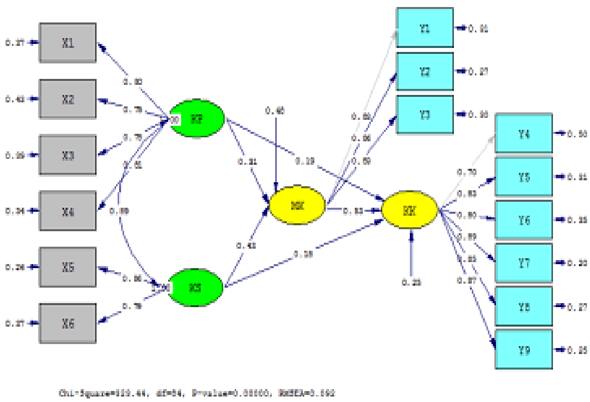


Figure 1.
Hybrid models SEM (Standardized Coefficient)

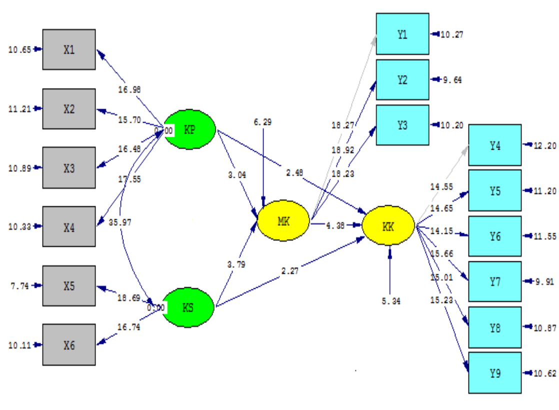


Figure 2.
Hybrid models SEM (t-value models)

Based on Figure 1 and Figure 2, above, then the following will be presented next test parameters and coefficients (loading factor on the model of exogenous) structural dimensions and endogenous variables. the test is intended to find a causal link or influence the latent variables to other latent variables, or each indicator of latent variables (constructs).

Leadership directly affects employee performance variables by 0,036 or 3.6%. While leadership indirectly affects the work performance of employees through motivation is equal to 0.164, or 16.4%. thus leadership can improve employee performance indirectly through employee motivation

The magnitude of the direct influence of the variable compensation to employee performance is equal to 0,032 or 3.2%. While the contribution of the indirect effect of compensation on employee performance through motivation is equal to 0.228 or 22.8%. thus the compensation can improve employee performance indirectly through employee motivation

The magnitude of the direct influence of the variable work motivation on employee performance variable is equal to 0.53 or 53%.

Referring to the test results, leadership and compensation variables directly affect the work motivation variable with a total contribution of 52%. whereas if through motivation, then the variable of leadership, compensation, and motivation will have a greater effect with a total contribution of 75% of the employee's performance,

The total contribution of the most dominant influence on employee performance is the motivation to work, with a contribution of 53%, being the variable with the largest contribution than the variable compensation of leadership 10% and 18%.

Furthermore, because of the leadership and compensation, partially or together with either directly or indirectly, has a positive effect both on the variable motivation and performance of employees, so if it refers to a type of mediation, work motivation variable in this study serve as variables in Full mediating the performance of teachers.

CONCLUSION

Leadership partially has positive influence and has a significant impact on Employee Motivation Cooperative in the District of Padang.

Partially compensation has positive influence and has a significant impact on Employee Motivation Cooperative in the District of Padang.

Leadership and Compensation simultaneously have positive and have a significant impact on Employee Motivation Cooperative in the District of Padang.

Leadership partially has positive influence and has a significant impact on the performance of employees of cooperatives in the district of Padang.

Partially compensation has positive influence and has a significant impact on the performance of employees of cooperatives in the district of Padang.

Motivation partially has positive influence and has a significant impact on the performance of employees of cooperatives in the district of Padang.

Leadership, compensation and work motivation simultaneously have positive and have a significant impact on the performance of employees of cooperatives in Padang.

Management implications

Leadership cooperatives in the district of Padang in North Sumatra Province, mainly in the supportive dimension would be increased if the cooperative can increase the compensation, especially in the dimension of direct compensation, and can increase motivation, especially on the dimensions of relatedness.

Employee performance cooperatives in the district of Padang in North Sumatra Province, especially in the dimension of cooperation will be enhanced if the cooperative in the district of Padang can increase the motivation to work, especially on the dimensions of relatedness, where the motivation will increase if the cooperative is able to increase the compensation, especially in the dimension of direct compensation, is able to improve leadership especially on the dimensions supportive.

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Brand Analysis Study of International Women University and the Implementation Strategy to the Social Media Communication

Estudio de análisis de marca de la Universidad Internacional de la Mujer y la estrategia de implementación de la comunicación en redes sociales

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ABSTRACT

The IWU brand value analysis was carried out using a qualitative method and a quantitative method applied to observe the basic information about the type of social networks they use most, time consumption and their attitude towards the support of celebrities. Three series of questions were asked about the consumption of digital media. 3 different groups were chosen to survey, such as potential students (high school students), parents and alumni, with a total of 30 people. These 3 different groups of respondents have similarities in perceiving that IWU is distinctive and unique and also recognized the international program offered by IWU.

Keywords: Branding, digital and social media communications, integrated marketing communication.

RESUMEN

El análisis del valor de marca de IWU se realizó mediante un método cualitativo y un método cuantitativo aplicado para observar la información básica sobre el tipo de redes sociales que más utilizan el consumo de tiempo y su actitud hacia el respaldo de celebridades. Se realizaron 3 series de preguntas sobre el consumo de medios digitales. Se eligieron 3 grupos diferentes para encuestar, tales como estudiantes potenciales (estudiantes de secundaria), padres y ex alumnos, con un total de 30 personas. Estos 3 grupos diferentes de encuestados tienen similitudes al percibir que IWU es distintiva y única además también reconocieron el programa internacional ofrecido por IWU.

Palabras clave: Comunicación de mercadeo integrada, comunicaciones digitales y sociales, marca.

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INTRODUCTION

Building a resilient brand has been a challenging assignment for advertiser or marketers. Aaker (2010) mentions that brand creator could be constrained by significant force and obstructions, internally and externally, especially in today's market, with its rapid technology development that could change within a second. The old style of marketing strategy does not give the same impact anymore. The presence of digital media communication has changed the way consumers' think and behave.

Hence, branding does not only involve in creating the brand itself, but how to fit its equity to consumers' mind that has been affected by the new media communication. Young (2014) mentions that the selection of media is more than engaging consumers but sending extraordinary, interactive, and emotional events with brand. Meanwhile, Marketing Communications function as a set of information and show consumers how and why a product is used, as well as linking the brand to people, places, events, experiences, etc. (Keller, 2009).

Higher education has been contributing to the function of society and economy of a country. The competition between them has been found and possesses an important role in labor market (Dimitrova and Dimitrova, 2017). Additionally, a high number of universities or college in Bandung with variety of offer challenges International Women University to struggle in providing sufficient curriculum whilst giving a fair price so everyone can afford a higher education for the future.

This research study was conducted to gain the brand equity insight from consumers of International Women University of Bandung. The outcome of this research is expected to be able to provide a suggestion in building a stronger brand that could worth a lifetime (Aaker, 2010). And, to find a suitable implementation in selecting the right media approach.

LITERATURE REVIEW

An organization must define its competitiveness in order to position and able to determine its competitors in the market. Highlighting the SWOT analysis in this case helps to identify the characteristics, qualities, service offered, or even additional value (Dimitrova and Dimitrova, 2017). In addition, identification of brand equity helps marketer to pinpoint how the brand of an organization is actually perceived by consumer as a brand meaning (Berry, 2000).

Brand equity

Aaker (1991) suggests that asset is a thing possess by a firm including brand name, whereas skill is an effort of the organization in doing better than existing competitors including marketing-advertising or even manufacturing. The brand equity itself is known as a set of brand properties and liabilities that is related to a brand, the name, and symbol that adds or subtract from the real value given by a product or service. Brand equity offers a figure that could interpret the marketing strategies and determine how a brand value can be exploited to benefit the organization (Keller, 2009). The elements of brand equity could be found on a table 2.1.1. Williams (2019) states that a strategic branding that has a high consistency would likely lead to a strong brand equity.

Berry (2000) mentions that brand is relevant to services, and its development is fundamental especially for differentiating product. Kapferer (2008) suggests that there are 4 (four) indicators for brand assets (equity) such as: aided brand awareness, spontaneous brand awareness, evoked set or consideration set, and consumption of the brand.

Integrated marketing communication

Keller (2009) states that marketing communications is an organization attempt to inform, persuade, and reminding consumers (direct-indirectly) about what is sold. Marketers need to understand the selections of marketing communications program that would work towards company's goal. In addition, the integration of Marketing Communication is presented to provide a consistent message on the promotion mix available. The first step of IMC tactic shall be started by the company, where e.g. sales, direct marketing, advertising, operations are to synergize the goals so the message intended could be easily understood by consumers. The second approach is redefining communications with customer-centric priority. The third is to apply the information of consumer behavior, attitudes, etc. that could turn into customer knowledge information (Kitchen and Burgmann, 2010). With an intense media changes through the past years, the old media has lost its control on consumers due to the rising of new media.

Digital and Social Media Consumption

Digital media provides another level of interaction and own a nature of personalized experience. Wee (2016) proposes that the new digital media provides the users an independency as they are enabled to select the content wanted. The media business always able to shape the evolution of advertising and both are intertwined (Young, 2014). Keller (2009) mentions that in this era, consumers are in control and have more options in choosing which media to see. Thus, in order to communicate effectively, marketers need to follow where consumers go.

METHODOLOGY

Sampling and method

This research uses *judgment sampling* as the method for its qualitative study with a purpose of exploring brand equity attributes from 3 different group of stakeholders such as potential students (high school students), parents, and alumni (Marshall, 1996). 30 respondents were selected for this study with 10 people of potential students who have applied to the university (age ranges between 17-19), 10 parents of both potential and alumni (age ranges between 40-65), 10 people of alumni (age ranges between 23-35). An in-depth interview was done within 3 (three) days with 1 (one) different of group every single day.

Measurement

There are 2 (two) parts of interview in this research with 2 approaches as following as Brand Equity and Digital Media Consumption. Aaker (2010) suggests that, brand equity comprises 5 components that builds up the *Brand Equity Ten* such as Loyalty (price premium and satisfaction), Perceived Quality (perceived value and leadership/popularity), Awareness (brand awareness), Associations (perceived value, brand personality, organizational associations), and lastly Market Behavior (market share and price& distribution coverage) which was not utilized during the study. The framework of Aaker (2010) could be seen from figure 3.1.1 below. Those components are operated as a guideline for questions and statements used in the interview and accomplish the insight from respondents. Respondents were given questions and were asked to describe the feelings toward those 5 variables of brand equity. Another part of interview contains simple questions regarding digital media consumption with 3 sets of questions with multiple choices. The questions stated are: phone average time spent (1-3 hours, 3-5 hours, 5-8 hours, 8-12 hours), social media used the most (Facebook, Instagram, Twitter, YouTube), and importance of endorser for a product (Very important, Important, Not Important).

RESULT AND DISCUSSION

Potential students

Part 1:

Awareness: Potential students think that International Women University (IWU) is *distinctive* and *fair* for its own product class that they also categorize in a medium level. They could not give any reference of other university that concentrates on women empowerment, but several institutions that own similar price range. Perception: IWU is perceived to offer the best international environment for those who would like to develop themselves in global market. From the statement of “The First International Women University”, respondents believe that IWU is an innovative university, like no others. Associations: With its “Women” name, IWU has created an image of university for women only, respondents found it interesting but somehow misleading for men as the institution accept both sexual categories. Loyalty: Most respondents emphasize that they would not pay for other university rather than International Women University as its already offer fair price as well as competitive quality such as in general curriculum and international program. On the satisfaction section, respondents would likely to recommend the university for their relatives, friends, and family if the result of their first semester meets their expectations.

Part 2:

Potential students spent 5-8 hours of time on their phone, with Instagram as their social media platform checked the most, and they think that endorser plays a very important role for products they choose.

Parents

Part 1:

Awareness: Most parents did not notice of the university brand after their kids gave them the information. They could not mention other institution that offer “women empowerment” since they have noticed the attribution of women is hardly seen anywhere. Perception: Respondents think that IWU is a good university that will allow their kids to be ready in the global competitive market with its internationality offer. Associations: Male parents were hesitating to send their kids to IWU as it seems to entitle Women only-university with its name. Loyalty: They also think that the price offered is highly reasonable and competitive compare to other institutions. They would likely to recommend IWU to their friends, relatives, families, etc.

Part 2:

Parents use 1-3 hours of time on their phone, and uses Facebook the most in their free time. They think endorser is important for a product.

Alumni

Part 1:

Awareness: IWU is the first international university that empower women and is very unique in its product class. They also could not give any reference of other institutions that offer similar uniqueness. Perception: Since they have experienced studying in IWU and the international program such as double degree and exchange student, they believe that the university had allowed them to experience one of the best moments in their life. It is simplified that IWU has a high quality in giving opportunity for students to gain more experience that seemed unreachable before. Associations: Respondents believe that IWU is very different from other university. They believe that this institution is solid in its cooperation with universities abroad, and that makes it to be credible. Loyalty: They think they had spent their money well on IWU and would likely to recommend it to their family, relatives, friends, etc.

Part 2:

Alumni spent 5-8 hours of time on their phone, and Instagram also is the social media platform they checked the most. These alumni also think that endorser plays a very important role for a product.

CONCLUSION

The research findings propose that brand equity has different value on each beholder. For the study of International Women University, the researchers suggest that the institution shall create an integrated marketing communication campaign for 3 different target with 3 different messages and platform in order to be able to create a stronger brand equity. Thus, it corresponds to the proposition from Whelan & Wohfeil (2006) who mention that higher education shall be treated as a commercial brand. The researchers also suggest that an improvement on service quality, infrastructure image, accessibility on brand, advertising campaign, and brand quality perception must be considered as a significant marketing tools in promoting IWU (Taleghani and Almasi, 2011).

As the new media are acknowledged as an open technology platform, users, creators, as well as distributors are allowed to create any interaction in making and consuming the content (Wee, 2016). Therefore, the role of digital media also represents an imperative consideration in creating a solid digital campaign with credible endorsers as the tool in developing an effective persuasive communication that could motivate the shareholders to be attracted to IWU.

Dimitrova & Dimitrova (2017) suggest that competition is a tool that could be a motivating force of the growth on economic. For the further research, competitiveness analysis shall be analyzed in order to explore the competency of IWU so another development for the whole aspects of the university, internally and externally. Because, university is not simply a brand, but an experiential brand (Chapleo, 2010).

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Reactualization of Intellectualism in Classical Islamic Thought in Indonesia: Comparative Study of Muhammadiyah and Nahdlatul Ulama post Reformation

Reactualización del intelectualismo en el pensamiento islámico clásico en Indonesia. Estudio comparativo de Muhammadiyah y Nahdlatul Ulama después de la reforma

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ABSTRACT

The findings of the re-actualization of classical Islamic intellectualism in Indonesia are found in the Muhammadiyah and Nahdlatul Ulama organizations, namely: First, the field of divinity, which includes discussion of God and His attributes and the relationship of the universe with Him. Second, the field of morals (ethics), which includes discussions about humans and their behavior; human relationship with God, human relationship with each other and human relationship with the universe. Third, the field of physics; includes a discussion about the nature of its growth and development, and so forth.

Keywords: Classical islam, Indonesia, intellectualism, Muhammadiyah, reactualization.

RESUMEN

Los hallazgos de la reactualización del intelectualismo islámico clásico en Indonesia se encuentran en las organizaciones Muhammadiyah y Nahdlatul Ulama, a saber: Primero, el campo de la divinidad, que incluye la discusión de Dios y sus atributos y la relación del universo con Él. Segundo, el campo de la moral (ética), que incluye discusiones sobre los humanos y su comportamiento; relación humana con Dios, relación humana entre sí y relación humana con el universo. Tercero, el campo de la física; incluye una discusión sobre la naturaleza de su crecimiento y desarrollo, y así sucesivamente.

Palabras clave: Indonesia, islam clásico, intelectualismo, Muhammadiyah, reactualización.

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INTRODUCTION

Before accepting the teachings of Islam, the Indonesian already had religion and belief. Indonesian society has had a civilization before the arrival of Islam, a civilization which is a fusion of local civilization and Hindu-Buddhist civilization. Islam plays an important role in social, political, economic and cultural life. That role can be seen from the influence of Islam in Indonesian society which is very broad. This makes the separation between local culture and Islamic culture difficult. The style of the Islamic community in Indonesia plays an important role in the formation of customs. The acculturation of local culture with Islam is easy to take place and deeply rooted in the Islamic community in Indonesia.

With the plurality of nations in a variety of social, ethnic, racial, and religious traditions, Islamic beliefs are unifying in society. Indonesian Islam consists of two groups, namely traditional and modern.[1] This traditional group is the scholars who are members of the Nahdlatul Ulama, while the modernist group is the scholars who are members of the Muhammadiyah. These two groups represent Muslims throughout Indonesia and both work together in developing the country in realizing a just and prosperous society.

Muhammadiyah with modernity style and Nahdlatul Ulama with traditional style, both of which made quite important contributions in the journey of the Indonesian people, starting from pre-independence, independence, and to filling the independence. The birth of these two organizations is certainly inseparable from the role and influence of the intellectual history that developed by referring it to the history of intellectuals and trying to find back the spread of the work of cultural ideas in the community. Intellectual history also tries to understand the relationship between certain ideas on the one hand and on the other, also non-intellectual factors in general, in the sociology of individuals and society.

Seeing an intellectual figure as a critical group in a society that "pours" his thoughts into the public or his audience, at least, it can be seen that there is a correlation between someone's figure and contribution with the media where intellectual discourse is communicated through language.[2] Human thought is always motivated by history which then mixes between its cultures which is reflected in the form of language. In this discussion, we will see how the birth of two major organizations in Indonesia, namely Nahdlatul Ulama (NU) and Muhammadiyah, the mindset developed, the great influences of Classical Islam that developed and grew in it, and the strategic values offered to the Indonesian people.

This research is expected to be useful in increasing the treasury of historical studies and intellectual thought and at the same time contributing to the preservation of scientific traditions in Indonesia. Methodologically this research is a type of qualitative research with library research. The data of this study consisted of primary data in the form of Islamic Intellectual Khazana books, Islamic Intellectual Reform, Contextualization of Islamic Doctrine in History, and Intellectual Traditions of the 18th Century Malay Islamic Scholars. Secondary data is data related to this research problem. Data is comprehensively collected using four kinds of techniques, namely: heuristics, verification, and interpretation, namely analysis (deciphering) and synthesis (unifying) data, and historiography (written in the form).

With this historiography, it will be seen how the influence inherited by Classical Islamic intellectualism that occurred in the two major cities of the Muslims (Makkah and Madinah) or Haramain, until Islam came to Indonesia[3], in this case reflected in two large organizations namely the Muhammadiyah organization pioneered by Ahmad Dahlan established on 8 Dhulhiljah or 18 November 1912 and Nahdlatul Ulama was pioneered by Hasyim Asy'ary established on 16 Rajab 1344 or coinciding with 31 January 1926.

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DISCUSSION

The state is defined as the highest organization among groups of people who have aspirations to unite, live in one area, and have sovereign government. In the conception of Islam, there is no definite formula (*qathi'*) about the concept of the state. The two sources of Islam are Qur'an and Hadith, both of them do not explicitly define the state model in Islam. Nevertheless, Islam teaches many values and ethics of how the country should be built and raised. It has become part of the rhetoric in Indonesia that Islam is embraced by the majority of Indonesia's population. The rhetoric states that the number of Muslims in Indonesia is 90 percent, even though that number is actually an estimated figure.[4] This number is truly believed to be true, so, when the census shows that the number of Indonesian Muslims is less than 90 percent, various interpretations of the religious life of the Indonesian people occur.

The relationship between religion and state in Indonesia is more based on the principle of dynamic balance, choosing a middle ground between secularism and theocracy.[5] This dynamic equilibrium does not have a separation between religion and state, but each can complement each other with all its roles. Religion still has a critical power towards the state and the state has an obligation to religion. In other words, the pattern of the relationship between religion and the Indonesian state is mutual need or mutualism symbiotic relations.

The commitment to safeguard the agreement of the nation's founders is the future of the Indonesian people which must be maintained within the framework of the Unitary Republic of Indonesia (NKRI). So, relying on this national commitment is irrelevant, even psychic, if found some individuals and groups in Islam who want to carry the idea of a religious state. This is not in line with the principles of diversity and democracy and also betrayed the agreement of the nation's founders. Among the nation's founders were Muslim leaders who were members of two major organizations, Muhammadiyah and Nahdlatul Ulama, as a counterweight to the running of this nation.

The context of the next study that can be seen is how the important role of national figures who are members of the two largest organizations in Indonesia will impact the current era. Obviously, the impact that can be seen is how the two thoughts of a large organization develop in society. Classical intellectuals as a starting point for the development of Islam in Indonesia will be clearly actualized both in the Muhammadiyah community and Nahdlatul Ulama organizations, the explanation can be seen as follows:

Reactualization of classical islamic intellectualism in Muhammadiyah organizations

In the 19th century AD, several important changes began to occur. In Southeast Asia, especially in Indonesia, at the end of the 17th century until the end of the 19th century AD, a process of transmitting Islamic teachings and ideas began to involve intellectual networks. When entering the 19th century the Islamic intellectual tradition in the Malay world experienced a strengthening of thought, especially in works and ideas.

Particularistic culture that developed in the world, especially Indonesia, caused intellectualism becomes an endless agenda. The reason is the thought that is translated in the character of political culture, affects the perception and practice of the mindset state of Indonesian. So far, Indonesian people have been accustomed to live with utopia.[6] That is what causes the country's future to be uncertain. As a result, the people become victims and are always overshadowed by dreams about prosperity which are actually just illusions created by the actors. This is where the need to explore the treasures of classical Islamic intellectuals. In the journey of the Indonesian people since centuries ago, it appears that there is a significant influence between classical Islamic thought with the intellectuals of the archipelago, especially in the Indonesian nation

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[5] Ashutosh Varshney. (2009). *Konflik Etnis Dan Peran Masyarakat Sipil Pengalaman India.* Jakarta: Balai Penelitian Dan Pengembangan Agama. Hlm 5
[6] Utopia adalah sistem sosial politik yang sempurna yang hanya ada dalam bayangan (khayalan) dan sulit atau tidak mungkin diwujudkan dalam kenyataan. Lihat *https://kbbi.web.id/utopia*.

In the Islamic scientific tradition, *rihlah* is not new. After the death of the Prophet Muhammad, the Companions carried out the scientific *rihlah* to collect and record the *hadith* left by the Prophet. In subsequent developments the scientific journey not only resulted in a collection of *hadiths*, but also encouraged the formation of a "network" of friends of the Prophet who were involved in the effort to memorize and record the hadith of the Prophet.[7]

This process of intellectual tradition is inseparable from the process of transmission and diffusion of teachings. The notion of Islam always involves "intellectual networks", both those formed among scholars and as a segment of intellectuals as a whole. The so-called "ulama network" is a complex and extensive intertwined relationship, which exists both between the ulama itself and between the ulama and his students.[8]

The secte in Islamic theology occurs because of differences in views in providing an explanation of God, His oneness, His attributes, and other Islamic Theological issues. Muslims with all diligence understand the Qur'an and the hadith of the Apostles, who are related to the matter, describe and analyze it, and each group of Islamic Theology tries to strengthen their opinion with verses of the Qur'an and hadith. The rationale of thoughts which had been buried by Greek philosophy and other civilizations played an important role in developing Islamic theology. Arabic is used as a tool for understanding the Qur'an, while the hadith as a source of Islamic theology is an important point for analyzing and providing understanding as a proof of *dalil naqli* and *'aqli*.

The principle of rationalism will provide the main explanation; its application has many different consequences.[9] In general rationalism is a philosophical approach that emphasizes reason (ratio) as the main source of knowledge that is free from sensory observation. Adherents of the rationalist principle have the conviction that an argument will be seen as meaningful if an explanation can be verified through a ratio. Reality can be known independently of observations, experiences and the use of empirical methods

Intellectual is the main source of knowledge, and science is basically a deductive system that can be understood rationally and not directly related to sensory knowledge. Truth is not tested through sensory verification procedures, but with criteria such as logical consistency. Classical Islamic theology groups, especially *Mu'tazilah*, focus their attention on broadcasting Islam through philosophical dialogue and refute the reasons of people who are hostile to Islam through logical argumentation.[10] The Islamic group will not be able to face its opponents, if they do not know the opinions of their opponents. Finally, the Islamic region became an arena for debating various opinions. This affects each party, including using rational arguments to explain and defend their opinions. Some Muslims learn the methods of Greek philosophy to be used in explaining and defending the teachings of Islam, among which are the *mu'tazilah* group.[11]

Mu'tazilah is a group that builds their understanding based on reason analysis. In interpreting religion, they interpret it according to logic.[12] *Mu'tazilah* is philosophical secte in the Islamic world of the 8th and 9th centuries. It called *mu'tazilah* or *I'tazala*, which means they are those who separate themselves from *Jamhur 'alim Ulama*, who are considered to have distorted Islamic teachings. This secte teaches five principles (*al-usul al khamsah*) to save Islam from destruction.[13] This secte was pioneered by Wasil bin Ata (700-749 AD) using the philosophy of Aristotle, wearing Arabic clothes and colored *'itiqad* Islam. Among the main problems which are the focus of

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[7] Ahmad Shahal Mahfud. (2001). "Ijitihad Sebagai Kebutuhan". Dalam Journal *Pesantren* Nomor 2. Vol 1. Hlm. 105

[8] Ahmad Safi' Ma'arif. (2010). Muhammadiyah dan High Politiknya. Dalam Ulul Qur'an. Nomor 2 Vol. VII. Tahun 1995. Hlm. 105. Dalam khasanah keilmuan Islam terdapat tradisi yang sering disebut "rihlah ilmiah". Penjelasan lebih lanjut lihat Hasan Asari. (2006). *Menguak Sejarah Mencari 'Ibrah: Risalah Sejarah Sosial-Intelektual Muslim Klasik*. Bandung: Citapustaka Media. Hlm. 198. dan Umar Ridha Kahhalah. *Dirasaat al- Ijtima'iyyah fi al-'ushur al-Islamiyyah*. Hlm.54.

[9] Abdul Mustaqim. (2014). Model Penelitian Tokoh Dalam Teori dan Aplikasi. Dalam Journal Studi Ilmu-Ilmu Al-Qur'an dan Hadist. Vol. 15 Nomor 2. Edisi Juni 2014. Hlm.92

[10] Ismail Asy-Syarafa. (2005). *Paradikma Pendidikan Muhammadiyah,* Dalam Journal Studi Keislaman. Vol 1. No 1 Edisi Desember 2005. Hlm. 210

[11] Ris'an Rusli. (2014). *Teologi Islam: Tela'ah Sejarah dan Pemikiran Tokoh-Tokohnya.* Palembang: Tunas Gemilang Press. Hlm 64-66

[12] Imam Muhammad Abu Zahrah. (1996). *Aliran Politik dan Aqidah dalam Islam.* Jakarta: Logos. Hlm. 149

[13] Dik Hartoko. (2013). *Dualisme Pendidikan di Indonesia.* Dalam Journal Lentera Pendidikan. Vol. 16 Nomor. 2 Edisi Desember 2013. Hlm. 63-64

Mu'tazilah is the discussion of human action. Are humans free to do their actions or just carry out God's will (forced)?

Mu'tazilah holds that God has given freedom to humans in determining their wills and deeds, because God is not absolute in His will, and God has an obligation to be just, obliged to keep promises and obliged to give good fortune. In relation to human actions, God's absolute will is limited because that freedom has been given to humans in determining their will.

The primacy of the ratio proposition among the four types of theorem is that the proposition of the ratio leads to knowledge of the existence of God based on speculative argumentation. *Qadi* reasoned that the body is mortal impermanent, therefore there must be other immortal substances which are the designers and creators of mortal beings. The reasoning process from the creation of a mortal body to the logical consequence that there must be an eternal creator that is present in most of the explanations.

Intellectuals of Indonesian Muslims increasingly pay attention to issues that are suitable for Islam in the development of the country, and Islamic values can be combined with rationalism. The issue of routine in theology and Islamic law (*fiqh*) is still debated, but it is not the main intellectual concern. Even more important for them is the theology of development, the term created by Nurcholis Madjid is "Movement for the renewal of Islamic Thought".[14]

Indonesian Muslims, who are members of Muhammadiyah and other modernist organizations, put their teaching of apology. Previous modernists emphasized rationality in an effort to eliminate traditional religious practices, and asserted that Islam does not merely permit, but requires modernity. Modernity is emphasized in terms of technology and science. Because modernism previously combined technological and scientific rationality with Islamic scriptualism, the issue of religion was excluded from the working area of rationality. This means that the modernist concept of Islamic society is limited to the literal understanding of the social teachings of the Qur'an and the Hadith.

The most important contribution of Hidayat Nata Atmaja for the development of Indonesian Islamic discourse is his attempt to separate modernism from scriptualism. Nurcholis Madjid provides a more realistic assessment of how Muslims should approach modernity.[15] According to Nurcholis Madjid, Indonesian Muslims are again experiencing slowness in the thought and development of Islamic education. He explained that the need for renewal of thought was more urgent than the need to maintain the intellectual agreement of the people. In his speech he described modernist organizations such as Muhammadiyah already rigid, perhaps unable to grasp the dynamic and progressive spirit of the idea of improvement itself.[16] He appealed to end the debate between secte and move on to fight for a method of reasoning.

In this critical situation, the presence of the *Mu'tazilah kalam* becomes significant in Indonesian discourse. Harun Nasution turned to the *Mu'tazilah kalam*, because it allowed the use of reason in religious matters. Among Islamic theology in Indonesia, what distinguishes *Mu'tazilah* from other Islamic schools is the virtue of speculative reasoning (vows).[17] For *Mu'tazilah* speculative reasoning is very important to know God and understand his justice, and then obey Him. Regardless of the way the *Mu'tazilah* theologians understand the results of their reflection and speculative reasoning whose position under the Qur'an is the proof. This approach, namely: First, speculative reasoning is an attempt made by the *Mu'tazilah* theologian to understand the problem of religion. In other words, speculative reasoning is the antithesis of the role of the dogma of the scriptures, which became the *Sunni* establishment. Second, however, because humans are not absolute creatures,

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[14] Nurcholish Madjid. (1992). *Islam, Kemodernan dan Ke-Melayu-Nusantaraan.* Bandung: Bulan Bintang. Hlm. 175-177

[15] Fakhri Ali, Bakhtiar Effendi. (2011). *Akar Tradisi Politik Sunni di Indonesia Pada Masa Kerajaan Islam di Nusantara.* Universitas Sumatera Utara. Dalam Journal ISLAMICA Vol. 6 Nomor 1 September. Hlm. 175-177

[16] Susiknan Azhari. (2006). *Jalinan Komunikasi Hubungan Muhammadiyah dan NU Dalam Menentukan Hisab dan Ruqyah.* Fakultas Syari'ah Universitas Islam Negeri Yokyakarta. Dalam Journal Al-Jami'ah. Vol 44. Nomor 22. Hlm 454.

[17] A. Malik, M. Thaha Tuannaya. (2011). *Dakwah Berwawasan Multikultural (Stud Kasus Tentang Da'I/ Mubaligh/ Penyulu di Kota Banda Aceh.* Badan Litbang dan Diklat Kementerian Agama RI. Dalam Journal PANAMAS.Vol xxlv. No 1, Edisi Januari-April. Hlm 19

everything they produce is conditional. Third, because of this, human truth is relative (*zanny*) and temporal. This uncertainty is an essential quality of all human intellectual activity, including speculative reasoning.

Indonesia with a growing institution and Muhammadiyah as an organization that fills independence gives a very extraordinary contribution especially in the field of education that is rational (harmony between ratios and revelations), modern educational facilities, development of health institutions, institutions of higher education modern and harmonious between religious science and modern science. The rational mindset is clearly seen in intellectualism, which synergizes in Islamic modernity

The contemporary Indonesian thinkers above, contrary to *Mu'tazilah*, they are happy to rely solely on the scriptures as a basis for knowing God. But they still use the virtues of reason as a tool for Islamic solutions to social problems in the world. This is a major concern for developing practical theology that can provide an interpretation of Islam for social and political realities, thus distinguishing the classical rationalists, namely *Mu'tazilah*, from modernist theologians in Indonesia. In this way it seems that the difference between the *Mu'tazilah* theologian and the modernist is more on the aspect of religious esoteric experience. The struggle for modernity in the Islamic world gave birth to efforts to renew the existing tradition, although the Islamic reformist movement cannot be called Islamic modernism because of their difference. The reformist movement carried out in Indonesia which refers to modernism, to realize the Islamic world civilization in Indonesia in responding to global challenges.

Reactualization of classical Islamic intellectualism in Nahdlatul Ulama organization

Intellectual tradition generally refers to the process of Islamic transmission, the formation of intellectual discourse, which in the next process becomes a tradition that is developed and maintained continuously. The intellectual tradition manifested in the emergence of Islamic works. Islamic scientific contacts between the Indonesian region and the scientific center in Haramain were intensified in turn, when some of the ulemas returned to their homeland, they became the main locomotive in the dissemination and transmission of religious thought to the Nusantara Muslim community.[18]

From this arises a big problem that causes the divisions of Muslims, which are related to the perpetrators of major sins, whereas they initially have faith, then continue to the problem of believers who commit minor sins continuously. Furthermore, it continues on the issue of the status of al-Qur'an whether the *hadith* or *qadim*, and enters the understanding of the meaning of the *mutasyabihat* verses, to the substance, nature and affinity of Allah.

Broadly speaking, Muslim thought can be divided into four groups, namely: First, the field of divinity, which includes discussion of God and His attributes and the relationship of the universe with Him. Second, the field of morals (ethics), which includes discussions about humans and their behavior; human relationship with God, human relationship with each other and human relationship with the universe. Third, the field of physics; includes a discussion of the nature of its growth and development. Fourth, the exact sciences, includes discussions on science such as; mathematics, geometry, astronomy and so on.[19]

The results of the thoughts of Muslims about these four things pretty much brought developments to science and human civilization. This thought has an important value in human life. Associated with the problem of God, many concepts of thought have emerged. This is because divinity is fundamental in Islamic teachings; the problem is very complex and unique.

God is supernatural, due to the supernatural of God, various kinds of rational thinking concepts emerge. Theology is associated with these problems, which discusses rationally in Islamic theology such as the *Mu'tazilah, As'ariyah, Maturidiyah* and others, while in philosophy it includes the study of metaphysics.

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[18] Oman Fathurrahman. (2004). "Tradisi Intelektual Islam Melayu-Indonesia: Adaptasi dan Pembaharuan: Book Review Peter Riddell, Islam and the Malay-Indonesian World. Singapore: Horizon Books. (2001), dalam *Journal Studia Islamika*. Vol. 8, No. 3. Jakarta: Pusat Pengkajian Islam dan Masyarakat. PPIM. UIN Syarif Hidayatullah. Hlm.212.
[19] A. Hanafi. (2012). *Pengantar Theologi Islam.* Jakarta: Pustaka Al-Husna. Hlm.18

Nahdlatul Ulama (NU) is one of the largest Islamic organizations with the most members in Indonesia, and is a mass-based organization under the leadership of the ulema. A deep belief in the sharing of thoughts, ideas, concepts in all things, and the methods carried by NU are believed to be the main key for NU to exist and continue to survive to this day.[20]

To understand NU as *jam'iyyah diniyah* (religious organization) appropriately, it is not enough to look at it from a formal angle since it was born. Because long before NU was born in the form of *jam'iyyah* (organization), it first existed and took the form of a *jama'ah* (community) which was strongly bound by religious social activities that had its own characteristics.

The birth of the NU *jam'iyyah* is no different from accommodating an existing item. In other words, the manifestation of NU as a religious organization is merely a formal affirmation of the informal mechanism from the ulama with the same understanding, a staunch holder of one of the four *mazhab*: Shafi'i, Maliki, Hanafi, and Hambali which had already run and existed long before the NU *jam'iyyah* was born.

The purpose of the establishment of NU is to preserve, develop and practice the Islamic teachings of *Ahlusunnah wal jamaah* who adhere to one of the four *mahzab* of thought, unite the steps of the ulemas and their followers and carry out activities aimed at creating community benefit, the progress of the nation and the elevation of dignity and human dignity.[21]

For this reason, the presence of NU has an important role for Indonesia, including making changes in the attitudes and world views of many Muslims, especially in adapting to the challenges of modernization. This role is sometimes misunderstood by observers. They see NU as a link between the modern state and traditional society. Clifford Geertz, for example, placed NU *kiai* as "cultural brokers". But the use of this term, also with an understanding of the process by which "cultural brokers" select which cultures are acceptable and which should be rejected, imply that "cultural brokers" themselves do not have original views and approaches.

This view of the role of the pesantren kiai, which was noted as one of the most important elements in NU's leadership, has been refuted by Hiroko Horikhosi's research. The results of his study of the social functions of the *kiai* in West Java show that the driving force for change comes from the core of religious thought, which accompanies a long interaction with modernization itself.

As an illustration of the role played by NU in relation to social change, it can be seen in the decision to organize through RMI (*Rabithah Ma'ahid Islamiyah*), a series of forums that discuss the relationships between established Islamic teachings and diverse aspects of modern life. Such as science and technology, legal reform, the role of parliaments and local lawmakers, transplants of human organs, and the functioning of modern economic institutions such as insurance companies and stock exchanges.

The problem of the unity and integrity of the Indonesian people is actually a problem that is quite complex, and concerns the interests of the community as individuals, certain family members, members of certain groups, members of the local community, and members of the Indonesian nation. There are several points that need to be considered with regard to the problem of integration, for example if you want to try to strengthen the unity and integrity of the nation, because what is done very much depends on how to describe the problem at hand, how to have statements that are heeded or not heeded. Therefore, the picture that is used as the basis for thinking, determining attitudes and acting is very dependent on the frame of mind used and the information that is owned

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[20] Slamet Effendi Yusuf(2011). *Membendung Radikalisme, Merajut Kerukunan Umat Beragama: Sebuah Upaya Rekontruktif Terhadap Pendidikan Agama Islam Di Perguruan Tinggi Umum.* Akademi Maritim: Samarinda. Dalam Journal TEMPO. Vol. 12 Nomor 2. Edisi Juni-Desember. Hlm 322.

[21] Greg Barton dan Greg Fealy. (1997). *Tradisionalisme Radikal Persinggungan Nahdlatul Ulama-Negara.* Yogyakarta: LkiS. Hlm xiii .

The strategic value of Nahdlatul Ulama and Muhammadiyah intellectualism in building the Indonesian Nation

Indonesian values and rules should be used as a guide. Indonesian should be used as the language of unity in its true meaning. Meanwhile, among the groups themselves, if regional languages, regional cultures, certain religions, etc. are maintained, as long as they do not interfere with the unity and integrity of the Indonesian people. The group concerned must be justified in obtaining favors from the cultural or religious distinctiveness of the group. Indonesian national is formed from humans who come from various groups, ethnicity, race, and religion, even with diverse cultural backgrounds and directions.

The success of the integration of Islamic and Indonesian values in pluralism, better known as the expression of national unity,[22] is not only determined by the government or certain groups, but is determined by all elements of society. When all are aware of their respective duties as Indonesians with regard to the demand to unite different groups in Indonesian society, national unity can be better and more sustainable until the end of time.

Religion has a very important position and role in the life of the Indonesian people. Recognition of the important position and role of religion is reflected in the establishment of the principle of the Almighty God as the first principle of the philosophy of the state of Pancasila, which is also understood as the principle that animates other Pancasila principles. Therefore, religious development is not only an integral part of national development, but also a part that should underlie and inspire the overall direction and objectives of national development.

Besides having a very important position, religion also holds a unique position in the life of the nation and state. This is reflected in a well-known formulation of relations between religions and states in Indonesia that "Indonesia is not a theocratic state, but not a secular state"[23]. This formula means that the national and state life arrangements are not based on one particular religious understanding or belief, but the values of nobleness, virtue, and goodness contained in religions are recognized as spiritual, moral and ethical sources and foundation for the life of the nation and state.

The development of religious life in Indonesia aims to ensure that religious life is always headed in a positive direction and avoid or reduce the negative excesses that will arise and damage the unity and peace of society. Government policy in the development of religious life especially focused on broadcasting religion and relations between religious communities, because it was alleged that religious broadcasting often triggers tension between religious relations. Referring to Pancasila and the 1945 Constitution, there are several philosophical foundations for the development of religious fields, namely religion as a source of spiritual, moral, and ethical values for religious and state life, respect and protection of religious rights and freedoms as part of citizens' human rights the state, religious harmony and the management of religious life, and the development of the character of national identity.[24]

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[22] H. Muchith A. Karim. (2003). *Potret Interaksi Sosial Lintas Agama di Mandor Pontianak.* Puslitbang Kehidupan Beragama Badan Litbang Agama dan Diklat Keagamaan Derpatemen Agama RI: Jakarta. Dalam journal Multikultural dan Multireligius. Vol.II. No 7. Edisi Juli-September. Hlm 301

[23] T. Narda. (2004). *Rekonsiliasi dan Persoalan Transisi Demokrasi Kita (Dilihat dari Komunikasi dan Media dalam Islam).* The Riden Institute: Semarang. Dalam Journal HARMONI. Vol II. Nomor. 8. Edisi Januari-Juni. Hlm 323.

[24] Abdurrahman Kasdi, Ummah Farida. (2013). *Amal Ma'ruf Nahi Mungkar Menurut Al-Qur'an (Kajian Semantik).* Sekolah Tinggi Agama Islam Negeri (STAIN): Kudus. Dalam Journal HERMENEUTIK Journal tafsir dan Hadist. Vol. 9 Nomor 2, Edisi Juni-Desember. Hlm 257.

CONCLUSION

Reactualization of classical Islamic intellectualism in Indonesia found in the Muhammadiyah and Nahdlatul Ulama organizations, namely: First, the field of divinity, which includes discussion of God and His attributes and the relationship of the universe with Him. Second, the field of morals (ethics), which includes discussions about humans and their behavior; human relationship with God, human relationship with each other and human relationship with the universe. Third, the field of physics; includes a discussion about the nature of its growth and development. Fourth, the exact sciences, includes discussions on science such as; mathematics, geometry, astronomy and so on.

The results of the thoughts of Muslims about these four points pretty much brought developments to science and human civilization. This tought has an important value in human life. Associated with the problem of God, many concepts of thought have emerged. This is because divinity is fundamental in Islamic teachings; the problem is very complex and unique.

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Reconstruction of the Guarantee's Objects in the Fiduciary Agreement in Indonesia

Reconstrucción de los objetos de garantía en el acuerdo fiduciario en Indonesia

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ABSTRACT

Normally, the laws and fiduciary agreements made by the parties also affect the lex specialis, therefore, it is necessary to carry out the reconstruction of the fiduciary law. This research was a descriptive study that was analyzed qualitatively from secondary data. The approach used was the normative legal approach. The problem that often arises in the fiduciary law is with respect to the position of the fiduciary security object. Problems arise when fiduciary recipients execute collateral objects obstructed by the donor that has been transferred to a third party.

Keywords: Fiduciary agreement, Indonesia, object of guarantee, reconstruction.

RESUMEN

Normalmente, las leyes y acuerdos fiduciarios hechos por las partes también se aplican a la lex specialis, por lo tanto, es necesario llevar a cabo la reconstrucción de la ley fiduciaria. Esta investigación fue un estudio descriptivo que se analizó cualitativamente a partir de datos secundarios. El enfoque utilizado fue el enfoque jurídico normativo. El problema que a menudo surge en la ley fiduciaria es con respecto a la posición del objeto de seguridad fiduciaria. Los problemas surgen cuando los receptores fiduciarios ejecutan objetos de garantía obstruidos por el donante que ha sido transferido a un tercero.

Palabras clave: Acuerdo fiduciario, indonesia, objeto de garantía, reconstrucción.

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INTRODUCTION

Debt agreements can be made without guarantee and with guarantee. The guarantee can be in the form of objects, both movable and immovable objects. With this guarantee, the creditor has the right to guarantee to repay his debts if the debtor cannot repay the debt. [Abdul Kadir Muhammad, 2000, Standard Agreement in Trade Practices, Citra Aditya Bhakti, Bandung, p. 170] Objects as guarantee in the agreement are objects that are generally used as guarantee in the debt and credit agreements, so in this case it can also be the material rights in the agreement. These objects can be either tangible or intangible objects, movable or immovable objects, economic objects or non-economic objects.

The discussion of guarantee rights can cover a broader field and this is consistent with what is seen in current practice, where people can get credit with guarantee for objects that are non-transferable or even have no economic value for third parties. Now it is no longer solely confined to (traditional) transferable guarantees that are usually interpreted to be able to be sold to and interested in third parties and hence are said to be guarantees that have a monetary value. [R. Subekti, 1981, An Overview of the National Assurance Legal System, Bina Cipta, p. 24. Mr. Nugroho, Discussion on Working Paper; Legal Arrangements on Hypothesis, Creditverband and Fiduciary, contained in the same book above, p. 62]

One form of debt receivable with guarantee is receivable debt with fiduciary guarantee. Debts with fiduciary guarantee are born based on trust between the fiduciary giver (debtor) to the fiduciary recipient (creditor). The emergence of fiduciary is determined by the principal agreement, namely the debt and credit agreement between the debtor and creditor, so that the nature of the fiduciary agreement is the access or as a complement to the agreement principal. The existence of a fiduciary agreement even though the fiduciary recipient has provided funds to the fiduciary giver, but the object that is the object of agreement is still controlled by the fiduciary giver. It can be said that the presence or absence of a fiduciary guarantee agreement is determined by the presence or absence of a debt agreement between the debtor and the creditor.

Oey Hoey Tiong explains that, Fiduciary or complete fiduciaire Eigendomsoverdrach, often called a guarantee of trust in property rights, is a form of guarantee for movable objects in addition to pawning developed by jurisprudence. In fiduciary, it is different from the pawn that is given as guarantee to the creditor that is the right of ownership while the goods are still controlled by the debtor so that what happens is contitutum possessorium.

In fiduciary terms comes from the word fides which means trust. The legal relationship between a fiduciary debtor and a fiduciary creditor is a legal relationship based on trust. The fiduciary giver believes that the fiduciary creditor is willing to return the ownership rights that have been surrendered . Fiduciary creditors also believe that the fiduciary giver will not misuse objects that are objects of guaranteel that are within his authority [Ibid., P. 22] To guarantee payment of installments on a regular and good basis, during an agreed period of time, the creditor and the debtor enter into an agreement to surrender fiduciary property rights. In order to protect their interests and ensure legal certainty for this, Law No. 42 of 1999 concerning Fiduciary Guarantees issued.

A very important thing in fiduciary security is the position of the object which is the object of guarantee in the fiduciary agreement. Actually, the existence of objects which are the object of guaranteel in the fiduciary agreement has been regulated in Article 1 number (1), (2), Article 4, Article 27, Article 28 of Law No. 42 of 1999 concerning Fiduciary Guarantees. Basically, the existence of objects is as guarantee with prior rights to pay off debts from debtors. Objects that become fiduciary guarantee objects belong to the fiduciary giver (debtor) and the fiduciary giver obtains credit from the fiduciary recipient (creditor). However, legal problems often arise that make an issue with objects that are the object of fiduciary security.

The legal problem begins with the default of the fiduciary provider (default) in making payments to the fiduciary recipient. While the creditor when executing fiduciary guaranteel is always prevented by the debtor, although legally the fiduciary guaranteel has an executive power. In fact, fiduciary givers often transfer, transfer or pawn fiduciary guaranteel objects to third parties without the fiduciary's knowledge.

On the other hand the fiduciary agreement follows the provisions of article 1338 of the Civil Code (Civil Code) on freedom of contract. This means that everyone has the freedom to make any agreement whatever form and content. The argument that is often used by debtors when fiduciary guarantee objects will be executed by the fiduciary recipient that is not willing to submit to fiduciary laws because there is an agreement made by the parties. The status of the agreement made by the parties is also a law. If the fiduciary giver does not want objects to be executed, then only defaults. Such is the importance of the object's position in the fiduciary agreement so that it needs to be reconstructed and explored philosophically to find the values contained in the object's position in the agreement and Law number 42 of 1999 concerning fiduciary guarantees (UUJF).

METHODOLOGY

Research Approach

This research was a qualitative research with a normative juridical legal research using library data or secondary data as material that relates to the object of research. Rony hanitijo Soemitro mentions normative research with research with a literature approach based on regulatory regulations, books or legal literature and related research material. The research was focused on the study of the application of legal norms.

Research Specification

This research was a descriptive that aims to provide a concrete description or explanation about the situation or the object of research.

Data Source

The data source in this study used secondary data that includes official documents, library books, regulatory regulations, scientific work and others. Secondary data sources consisted of primary legal materials, namely binding legal material covering the Civil Code, Fiduciary Law number 42 of 1999. Secondary legal material is providing explanations of primary legal materials such as legal designs, research results, legal papers and others. Tertiary hyukum material, provides an explanation of secondary legal material such as a legal dictionary.

ASPECTS OF THE FIDUCIARY GUARANTEE PHILOSOPHY

Reconstruction of the position of objects, which become guarantee in the fiduciary agreement cannot be separated from the guarantee legal system in Indonesia. The position of the object is regulated in UUJF and outside UUJF, specifically in the Civil Code. As guarantee in the loan agreement, the object will be used to pay off fiduciary debt if the fiduciary debtor cannot repay his debt. To be able to elaborate on this, it is necessary to describe philosophically about the object that is the object of guarantee. In terminology, the term guarantee is derived from the word guarantee that means responsibility, so that the guarantee can be interpreted as a dependent.

In this case, the dependents on all commitments from a person as specified in article 1131 of the Civil Code, which states: "All material things that are owed, both movable and immovable, both existing and new will exist in the future, is a responsibility for all individual engagement ". Furthermore Article 1132 of the Civil Code that states: "The material is a joint guarantee for all those who impose him; the sales revenue of the objects is divided according to balance, that is according to the size of the respective receivables, except if among the receivables there are valid reasons to come first ".

Article 1131 and Article 1132 of the Civil Code mentioned above constitutes the spirit of the agreement entered into by the parties in a credit agreement. However, Article 1131 and Article 1132 of the Civil Code only have the right or position as concurrent creditors, meaning that all creditors have the same position and each gets a payment proportional to the amount of their respective receivables. Repayment proportionally without special rights (precedence) will certainly result in creditors not recovering all of their receivables. This condition

will harm the creditors. To solve this condition, in addition to a general guarantee, the creditor may enter into an additional agreement with the debtor which is a special guarantee.

The special guarantee by showing certain objects either those belonging to the debtor or even third parties as guarantee for debt repayment. With this guarantee, the creditor's position will turn into a preferred creditor, that is, if the debtor fails to fulfill his obligations (default), then the preferred creditor has the right to sell the guarantee to pay off his debt, without the need to pay attention to other creditors.

Pawn as a material security guarantee function serves to provide legal certainty for creditors that the debtor will carry out his obligations. Liens are placed by bringing a pawn object under the authority of the creditor or under the authority of a third party. The emergence of a lien, the pledge must be submitted to the creditor (or third party) or called inbezitstelling (real).. Submission (in pledge) of movable and non-bodied movable objects in the form of invoices is carried out by actual surrender. As for non-bodied objects in the form of invoices for orders, it is carried out with endossement accompanied by actual surrender (Article 1152 bis of the Civil Code). Submission / levering here is not a juridical submission and is not a surrender which results in the recipient becoming the owner and therefore the pawn holder with such surrender remains only as a holder, never on the basis of such surrender being a bezitter in the sense of bezite of civilization (burgelijk bezit) . That is why the bezite is called pandbezit.

At first time, pawn is considered sufficient to meet the needs of the community in the field of credit. However, when the agricultural crisis hit Europe in the middle of the 19th century, there is an obstacle for agricultural companies to get credit. If surrendering his farming tools as a pledge in taking credit is the same as suicide, because what is the credit obtained if the agricultural equipment needed to cultivate land that is already in the control of creditors. The existence of differences in interests between creditors and debtors makes it difficult for both parties. To carry out a pawn without mastery collided with the provisions of Article 1152 (2) of the Civil Code.

Starting from the pawn, then people think about how the debtor get credit, but the debtor still receive economic benefits from the object that has been used as guaranted for debt. To obtain this, a legal breakthrough must be built in the debt and credit agreement with movable property as guarantee. The legal breakthrough is the surrender of ownership rights in confidence to the debtor's movable property to the creditor with the physical authority over the fixed object to the debtor. Provided that if the debtor repays his debt in accordance with a predetermined time period (without default), the creditor is obliged to return the ownership of the object to the debtor (contitutum possesorium).

In Netherlands these fiduciary institutions first surfaced based on Brierbrouwerij Arrest on January 25, 1929 while in Indonesia fiduciary institutions were recognized by jurisprudence under Hooggerechtschof on August 18, 1932 which subsequently enacted law number 42 of 1999 concerning Fiduciary Guarantees. The issuance of the Fiduciary Guarantee law is an official acknowledgment from the legislators of the Fiduciary guarantee institution, which has only recently gained recognition through jurisprudence. Thus, henceforth there will be no more opportunity for polemics on agreeing or disagreeing about the Fiduciary Security institution as a form of material security institution that stands alone outside the pawn.

The Fiduciary Law as mentioned in the weighing section sub c aims to provide a more complete arrangement that has been available so far and is intended to provide better legal protection for the parties concerned. In the explanation of the fiduciary law in general part I sub 3 it is said that, the fiduciary law in addition to accommodating the needs of practices that have been there also wants to provide legal certainty to the parties concerned. In line with the principle of providing legal certainty, the fiduciary law takes the principle of registration of a Fiduciary guarantee. The registration is expected to provide legal certainty to Fiduciary givers and recipients as well as to third parties.

FIDUSIA LEGAL RELATIONS OF THE PARTIES IN THE FIDUCIARY AGREEMENT

Historically in Roman period, the fiduciary creditor was the owner of the fused goods but in UUJF, the fiduciary recipient is only a guarantee holder. This means that in Roman times the transfer of property rights to fiducia cum creditore occurred perfectly so that the position of the fiduciary recipient as the owner was also perfect. Consequently, as the owner is free to do whatever he pleases with the goods, but based on the fiduciary fides the recipient is obliged to return the ownership rights if the fiduciary provider repays his debt.

The fiduciary guarantee agreement is in principle the same as the agreement in general that must fulfill the elements of Article 1320 of the Civil Code, namely agreeing to bind themselves, able to make agreements, there are certain objects and may not conflict with applicable law. The legal relationship between the fiduciary giver (debtor) and the fiduciary recipient (creditor) in freedom of contract must have a balance and harmony. This balance can be achieved if there is a growing balance between rights and obligations among all parties in legal and economic relations. [1]

Realtion of law in agreement according to Van Dunne[2] consists of stages in entering into an agreement, namely the pre contractual stage, the contractual stage and the post contractual stage. The pre-contractual stage is the preliminary stage before entering into an agreement. The contractual stage is an agreement or agreement of that will that gives rise to an agreement and gives birth to a legal relationship and at the same time an engagement occurs. The post contractual stage is the stage of implementing the agreement or how the agreement was carried out by the parties based on the previous agreement. Thus there was a legal relationship between the parties who entered into an agreement. This also applies to fiduciary guarantee agreements.

Voluntary legal relations can occur between fiduciary givers and fiduciary recipients by entering certain agreements. This legal relationship creates equal rights and obligations for each party because the fiduciary guarantee agreement is carried out based on the agreement of the parties so that the implementation must be in good trust. Although in business practice, known as a standard contract, namely an agreement in which all the clauses are standardized by the user and the other party basically has no chance to negotiate or ask for changes. Often in practice these agreements are set out in forms prepared by business actors or fiduciary recipients who must be filled out or signed by the fiduciary giver.

Although the standard agreement arises from the freedom of the parties in making the agreement, on the other hand it actually limits the freedom of the parties to reach an agreement. So that it suggests an unbalanced position between the parties, where the fiduciary recipient can freely determine the conditions or achievements that must be done by the fiduciary giver, while by the fiduciary giver, has no bargaining space for the conditions or achievements demanded by the fiduciary recipient. However, the fiduciary giver does not necessarily lose freedom in making the contract, because he still has the freedom to not agree to the agreement or not to enter into the standard agreement. No party can force someone to agree on an agreement. The existence of coercion indicates that there is no agreement between the parties. Therefore, fiduciary givers are given the right to enter to other agreements. There is still room for freedom for fiduciary givers who are the basis of the justification of the existence of standard agreements, because the existence of standard agreements cannot be separated from the business world.[3]

Standard agreements arise because of the demands of the business world that wants every transaction to take place efficiently and effectively, so that it requires speed in transactions. This is stated by Sultan Renny Sjahdeni that The validity of the standard agreement does not to be questioned because the standard agreement of its existence is already as a reality, namely the use of a standardized agreement extensively in the business world for more than 80 years. This reality was formed because business agreements could no

[1] Soerjono Sukanto, 1983, *Faktor faktor yang Mempengaruhi Penegakan Hukum,* Rajawali Press, Jakarta, page 70
[2] Van Dunne cited by Sudikno Mertokusumo, "*Perkembangan hukum Perjanjian "*, paper at the national seminar of the association of civil / trade law teachers in collaboration with the Faculty of Law UGM-Consortium of Law, Yogjakarta, 12-13 March 1990, page7
[3] Abdul Kadir Muhammat, *op cit.*, page 96

longer take place without standard agreements. Standard agreements are needed by and therefore accepted by the public.[6] The principle of freedom of contract and the open nature of treaty law support developments in legal relations, both national and international.[7]

Judging from the legal protection of fiduciary givers, the existence of standard agreements is also not contrary to the law. Although the fiduciary recipient has the freedom to set out the terms of a standard agreement or standard clause, it is not substantially permissible to contain clauses that are detrimental to the interests of the fiduciary giver, called the exenoration clause. Mariam Darus Badrulzaman said that one of the contents of the clause was: "The clause included in an agreement whereby one party avoids fulfilling the obligation to pay full or limited compensation that occurs because of broken promises or unlawful acts".[4]

Pasal 1338 KUH Perdata menentukan bahwa segala persetujuan harus dilaksanakan secara jujur dan itikat baik.

Article 1338 of the Civil Code stipulates that all agreements must be carried out honestly and in good trust[5], whereas according to Article 1339 of the Civil Code both parties are not only bound by what is explicitly stated in the agreement but also by those required according to the nature of the customs and law compliance agreement. Even more clear is Article 1337 of the Civil Code that if an agreement entails promises that are commonly used by the community, that is custom, then the promises are considered contained in the contents of the agreement, even though the two parties in forming the agreement did not mention it.

Article 1339 of the Civil Code states that, in addition to what is contained in the agreement, the customs and laws regarding the matter contained in the agreement must also be considered. Whereas Article 1337 of the Civil Code promises that according to custom is inherent in such agreements considered to be contained in the contents of the agreement that must be implemented honestly. Honesty in the implementation of the agreement must be distinguished from honesty when the legal relationship starts, such as honesty is indeed goods or objects as one of the conditions of the goods held in the past. Honesty referred here is an estimate in the hearts of parties who hold the goods or objects as the object of the agreement to carry out the contents of the agreement in good faith as agreed between the parties...[6]

In terms of fiduciary recipients, the provisions in Article 11 through Article 18 of the UUJF are clearly intended to provide legal protection to fiduciary recipients. Therefore, the law places an obligation on fiduciary recipients to register a fiduciary guarantee deed (AFJ). Imposition of material with fiduciary security is made with a notarial deed in Indonesian (Article 5 paragraph (I) UUJF). Fiduciary security rights legally give ownership rights to creditors for security right burdend goods, but control of the goods is in the debtor. The ownership of the object given as guarantee is transferred by the owner to the creditor of the guarantee, so the ownership of the guarantee is on the creditor of the guarantee. Even though there is a surrender of ownership rights, the surrender is actually not intended to the creditor of the owner of the guarantee, but only gives creditor rights. That is in accordance with the intention of surrendering guarantee to a Fiduciary institution, the purpose is to provide a guarantee for a bill. The Trust here means that the guarantor believes, that the surrender of his "right of ownership" is not intended to actually make the owner's creditor for the object surrendered to him and that later if the principal engagement obligation - for which the fiduciary guarantee is paid, then the object the guarantee will again be the property of the guarantor. Normatively what is surrendered is its jurisdiction over the object. Thus, the right to use it (the right to use guarantee) remains with the guarantor. In such case the juridical property rights are in the fiduciary creditor, while the socio-economic rights are in the fiduciary giver.[7] Based on the history of fiduciary guarantee institution development, the construction of the transfer of ownership in a constitutum possessorium is held to meet the need for the practice of guaranteeing movable objects, where

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[4] Mariam Darus Badrulzaman, 1994, *Aneka Hukum Bisnis*, Bandung, Alumni, page 47.

[5] Nindyo Pramono, "*Problematika Putusan Hakim dalam perkara pembatalan perjanjian*," *Mimbar Hukum,* Volume 22, nomor 2, Juni 2010, hlm 226

[6] Supriyadi, 2014, *Dasar dasar Hukum Perdata di Indonesia*, Kiara Science Kudus, page 76

[7] Supriyadi, "*Problematika Jaminan Fidusia"*, National Seminar Paper organized by APSI (Indonesian Shariah Lawyers Association) at Honocoroko Kudus on April 12, 2014

the guarantee object remains the fiduciary giver's power because it is needed for the business activities of the fiduciary giver (the guarantor).

THE FIDUCIARY GUARANTEES POSITION

The guarantee legal system in Indonesia consists of material guarantees (zakelijkezekerheid) and individual guarantees (persoonlijkzekerheid). Material guarantees including fiduciary guarantees that have certain material characteristics and have inherent properties and follow the objects concerned. Fiduciary guarantee is an alternative choice for business actors to obtain venture capital in the form of credit from financial institutions with guarantee. Fiduciary guarantees can be obtained easily, simply and quickly and flexibly, so that it becomes the choice of business actors. The business actors simply surrender their property as a credit guarantee to financial institutions with fiduciary guarantee.

The material character in fiduciaryguarantee is contained in Article 1 paragraph (1), Article 20 and Article 27 of Law number 42 of 1999. With the material character, the fiduciary recipient is the preferred creditor and has the nature of zaaksgevolg. [J. Satrio, Law of guarantee ... Op.cit, Bandung, p. 13] Definition of objects in fiduciary guarantees in Law Number 42 of 1999 concerning Fiduciary Guarantees (UUJF), that is, everything that can be owned and transferred, both tangible and intangible, registered or unregistered, movable or immovable cannot be guaranteed mortgage or mortgages, as stated in Article 1 paragraph (4). In addition to the objects mentioned, fiduciary objects also include, unless otherwise agreed, the results of objects such as receivables from the sale of goods, insurance claims, in the case of objects that are objects of fiduciary security insured (Article 10) thus fiduciary guarantee objects are intangible goods , as in Article 1 point 2. Furthermore, Andi Prajitno [11] that the fiduciary security object is quite variable and complex, especially in determining the criteria and status and authority or basis for the rights of the object.

Fiduciary security agreements as the other material guarantees are generally accessoir agreements of a principal agreement in the form of a debt agreement. But now in fiduciary guarantee, although it has to do with debts, it is also used in buying and selling. Buying and selling is not done in cash where the remaining unpaid price is agreed as debt, it is possible to guarantee the debt with fiduciary guarantee..[8]

The legal relationship between ownership of an object is called a real relationship or relation in rem from the Latin res, which means object and it is distinguished from interpersonal relationships which are called personal relationships. The main elements that signify the ownership relationship of an object include the right to use the object physically, the right to obtain income from ownership of the object in the form of money or obtain other services, the right to transfer it to someone else. [9].

Fiduciary agreement objects in fiduciary law function as agreement for paying off debtors' debts. These agreement rights generally have the characteristic, that in addition to being more guaranteeing the fulfillment of a receivable, most also give the right to take precedence in taking repayment. Although some of the guarantee rights are property rights, but the guarantee rights here are guaranteed by material rights such as property rights, opstal rights and others, which are given the right to enjoy (genotsrechte) that has the nature of providing guarantees, and hence called zekerheidsrechten, which gives a sense of security. .

Guarantee rights in taking repayment than other creditors, on the proceeds of the sale of a certain object or group of certain objects, which are specifically bound [12.] Judging from the emergence of the material security rights, then included in the group that is deliberately promised. Fiduciary guarantee function in receiving a domicile as a creditor takes precedence over other creditors. This affirmation can be seen in Article 1 and Article 27 of the UUJF that in essence fiduciary recipients have the right to take precedence over other creditors. The right comes first to take the payment of receivables from the execution of objects that become fiduciary

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[8] Oey Hoey Tiong, *Fidusia Sebagai Jaminan Unsur-Unsur Perikatan*, Ghalia Indonesia, 1985, page 75
[9] F.H. Lawson & Bernarrd Rudden*, The Law Of Property,* Scord Edition, Clarendon Law Series, Oxford University Press, Oxford, 1982, p 8

guarantees. This guarantee right is not nullified because of bankruptcy and / or liquidation of the fiduciary giver. Thus, there is no reason to state that fiduciary guarantees are only obligatory agreements that bears individual rights (persoonlijk) for creditors. Article 4 UUJF also expressly states that fiduciary guarantees are an agreement of acessoir from a main agreement that raises the obligation for the parties to fulfill an achievement in the form of giving something, doing something or not doing something that can be valued in money.

Objects that become fiduciary security have material rights in which their rights are attached to the material wherever the material rights are transferred (droit de suite), it means that if a material right is in the form of a guarantee, then with the death of the guarantee grantor, the material rights will not expire and for the sake of the law is transferred to the heirs because of the basis or title of general rights (Article 20 UUJF), except for fiduciary object guarantee in the form of inventory or merchandise (Article 20 through Article 24 of the UUJF) and the object of guarantee referred in the Act of warehouse receipt system[10] (Law Number 9 year 2006)

The advantage of charging fiduciary guarantees is that the procedure is easier, more flexible, and faster than they are cheaper. In addition to providing convenience and procedures for providing guarantees, creditors are guaranteed for loans given to debtors, while debtors can still use the guaranteed items .[11]

LEGAL ASPECTS OF FIDUCIARY GUARANTEES

Normally, the existence of UUJF has guaranteed legal certainty, as the Article 11 UUJF that requires burdeneed objects with fiduciary guarantee be registered at the fiduciary registration office located in Indonesia. This obligation even applies even if the material burdened with a human security is outside the territory of the Republic of Indonesia. The registration of objects burdened with fiduciary guarantees is carried out at the fiduciary giver's domicile, and registration includes objects, both inside and outside the territory of the Republic of Indonesia to fulfill the principle of publicity. This registration is a guarantee of certainty to other creditors regarding objects that have been burdened with fiduciary guarantees.

Provisions regarding the existence of fiduciary registration obligations, according to Gunawan Wijaya & Ahmad Yani[12] . It is an important breakthrough considering that generally fiduciary security objects are movable and unregistered objects so it is difficult to know who the owner is. This breakthrough will be more meaningful if it is associated with the provisions of Article 1977 of the Civil Code which states that whoever controls a movable object is considered the owner (bezit geldt als volkomen title).

Article 11 UUJF requires that objects which are burdened with fiduciary guarantees must be registered. The registration of obligation is to provide legal certainty for fiduciary security objects. With the certainty of the law that will provide legal protection for fiduciary recipients. Actually, legal protection for fiduciary recipients is not only regulated in Article 11 but also regulated in Article 11 through Article 18 UUJF. Article 11 to 18 UUJF has provided protection for fiduciary recipients, so that the obligation to register lies with the fiduciary recipient. Thus the law requires fiduciary recipients to register a fiduciary deed (AJF). This AJF has the executive power as regulated in Article 14 of the UUJF.

Philosophically, the registration of guarantee bonds for objects which are the object of fiduciary guarantee has given the creditors legal protection to third parties. The legal protection will be seen when the debtor (fiduciary giver) defaults, then the fiduciary recipient can execute the object which is the object of guarantee. Fiduciary recipients have a priority right to repay debts from other creditors, as Article 27 UUJF states that: (1). Fiduciary recipients have priority rights over other creditors. (2). The precedence right as referred to in paragraph (1) is the right of the Fiduciary Recipient to take the payment of his receivables from the execution

[10] A.A. Andi Prajitno, *op. cit.*, page 82
[11] Indrawati Suwarso, 2002, *Aspek Hukum Jaminan Kredit*, IBI, Jakarta, page 53
[12] Gunawan Wijaya & Ahmad Yani, 2000, *Seri Hukum Bisnis, Jaminan Fidusia,* PT. Raja Grafindo Persada, Jakarta,page 141

of the Object which is the object of the Fiduciary Guarantee. (3). Priority rights from Fiduciary Recipients are not nullified due to bankruptcy and / or liquidation of Fiduciary Givers.

The regulatory objectives that require the registration of a fiduciary guarantee certificate are as follows:

a. To provide legal certainty to the parties concerned

b. Give preferred rights to the fiduciary recipient of other creditors. This is due to fiduciary guarantees granting the right to fiduciary givers to retain control over their objects which are the objects of fiduciary guarantees based on trust (explanation of Government Regulation Number 86 of 2000)

C. Meet the principle of publicity.[13]

The right to fiduciary guarantee gives the creditor ownership rights to the goods that are burdened with the fiduciary guarantee right, but the control over the goods is on the debtor. The ownership of the object given as guarantee is transferred by the owner to the creditor of the guarantee, so the ownership of the guarantee is on the creditor of the guarantee. Even though there is a surrender of ownership rights, the surrender is actually not intended to really be the creditor of the owner of the guarantee, but only gives creditor rights. It is in accordance with the intention of surrendering guarantee to a Fiduciary institution, the purpose of which is to provide a guarantee for a bill. Trust here means that the guarantor believes, that the surrender of his "right of ownership" is not intended to actually make the owner's creditor for the object surrendered to him and that later if the principal engagement obligation - for which the Fiduciary guarantee is paid, then the object the guarantee will again be the property of the guarantor. Normatively what is surrendered is its jurisdiction over the object. Thus, the right to use it (the right to use guarantee) remains with the guarantor. In such case the juridical property rights are with the fiduciary creditor, while the socioeconomic rights are with the Fiduciary giver.[14] Based on the history of the development of the Fiduciary guarantee institution, the constitutum possessorium is held to fulfill the need for the practice of guaranteeing movable objects, where the guarantee object remained in the fiduciary giver's power because it is needed for the business activities of the fiduciary giver (the guarantor).

Based on the history of the development of the Fiduciary guarantee institution the constitutum possessorium is held to fulfill the need for the practice of guaranteeing movable objects, where the guarantee object remained in the fiduciary giver's power because it was needed for the business activities of the fiduciary giver (the guarantor).

F. Forms of Sanctions in Fiduciary Guarantees

Fiduciary guarantee in UUJF in principle is the scope of civil law that regulates the relationship between citizens. Therefore, if there is a dispute in a fiduciary guarantee agreement that is illegal in nature (onrechmatig daad) or broken promise (wan achievement), the sanction can be in the form of administrative witness or civil sanction (compensation, confiscation, etc.). However, it does not rule out the possibility of criminal law sanctions if fraudulent acts have been committed by the parties, especially by the fiduciary giver. Involving criminal law sanctions in civil matters of this kind is a criminalization process that must contain the requirements for potential victims and the impossibility of observing norms and values to be maintained by other legal sanctions. Besides that, there is a requirement that the civil law event contains elements of deceit, manipulation, subterfuge, fraud and forgery. This requirement is important for avoiding oneself to the image of a criminal law regulation which implies the misuse of criminal law sanctions which finally has the appearance of a legal tyranny..[15]

At the implementation stage of the agreement / post-agreement there is sometimes a default. Default or breach of contract is one of the reasons that the contract is not running or the contract is stopped. In this case what is meant by default is one or more parties not carrying out their achievements in accordance with the contract.[16] Article 1239 of the Penal Code stipulates that in the event that a party defaults, the other party may claim compensation in the form of costs, losses and interest. Other alternatives aside from claiming only

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[13] A.A Andi Prajitno,..Op. Cit 189

[14] *Ibid*, page 154

[15] John McLean, 1999, *Tiranny of the law, How the Law is taking Away Our Liberties*, Winter Productions Limited, Hongkong, page 12-17

[16] Rasjim Wiraatmadja, 1996,, *Pengikatan Jaminan Kredit Perbankan*, PT. Bank NISP, Jakarta, page 32.

compensation by the injured party, it can also be claimed by the implementation of the agreement itself with or without compensation. In the course of the bias, for certain reasons, one of the parties decided on a fiduciary agreement. The reason for termination of the agreement is because the other party has defaulted on one or more clauses in the fiduciary agreement. It doesn't matter whether the accomplishments that are not fulfilled are substantial or not. Unless specified otherwise in the agreement concerned. Defaults usually occur if the fiduciary giver does not pay installments when the due date.

Default of fiduciary giver is more due to economic factors, namely fiduciary giver cannot pay installments in accordance with the agreement. When the fiduciary defaultor is often the recipient of the fiduciary (finance company), the object of the agreement is withdrawn arbitrarily. The reason for the withdrawal of the object by the fiduciary recipient is that it is agreed upon when the fiduciary party signed the fiduciary agreement. Actually, the fiduciary giver also knows that if the default is at any time the fiduciary recipient can draw fiduciary objects, but in general the giver wants to get the goods (fiduciary objects) in a fast, easy and simple way. This is often the fiduciary giver ignores the contents of the fiduciary agreement, what he has in mind is how he can get the item. The issue of the continuation of whether he can pay in installments or not has never been carefully considered, sometimes even the fiduciary giver does not read the contents of the fiduciary agreement. Consumptive mentality is increasingly developing in society, which is a mentality looking for the easiest way to get the greatest benefit by without regard to quality, without much willingness to try in a step-by-step manner caused by symptoms of crisis norms.[17]

This broken agreement promises to give another party the right to sue for damages in the form of costs, losses and interest, as stated in Article 1243 of the Indonesian Civil Code that is as complete as follows: obliged, if the person owes, after being declared negligent to fulfill the agreement, still neglect it or if something must be given or made within the grace period that has been exceeded. This is a form of legal protection for the parties granted by law.

Criminal law sanctions are sanctions provided by UUJF in addition to administrative sanctions as well as civil sanctions. UUJF has normatively provided legal protection for business actors, especially fiduciary recipients. This can be seen from the existence of criminal sanctions in Article 36 of the Law. As regulated in article 36 of Law number 42 of 1999 concerning fiduciary which states;

> Fiduciary givers who transfer, pawn as referred to in Article 23 paragraph (2) carried out without prior written approval from the fiduciary recipient, are sentenced to a maximum imprisonment of 2 (two) years and a maximum fine of Rp. 50,000,000.- (fifty million rupiah) "In Article 23 (2) it is stated that" Fiduciary givers are prohibited from transferring, mortgaging, or renting to other parties objects which are fiduciary objects which are not inventory objects, except with prior written approval from the fiduciary recipient.

Normatively the formulation is an abuse of trust in objects that become fiduciary guarantee, namely transferring fiduciary guarantee objects to third parties, which are still in the period of credit can be categorized as embezzlement.[18] Embezzlement is also regulated in the Criminal Code.[19] Fudging fiduciary objects would certainly complicate the execution of fiduciary recipients, because objects that are used as guarantee do not exist (not within the control of the fiduciary giver)

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[17] Kuntjaraningrat, 1984, *Kebudayaan Jawa*, Gramedia Jakarta, , page 46-47

[18] Supreme Court Jurisprudence number 1237 K/Pid/2010 year I 6 October r 2010, seen also in Andi Hamzah, s*peciale Delicten di dalam KUHP*, Sinar Grafika, Jakarta, 2009, page 113 stating that the offense of embezzlement, in essence the legal interest to be protected is the property of another person or trust.

[19] Embezzlement of articles372 KUHP in Moeljatno, Kitab Undang-undang Hukum Pidana, Bina Aksara, Jakarta, 1985 which states that "Anyone who intentionally and unlawfully claims to be his own (aich toeeigenen) goods which are wholly or partly owned by someone else, but who are in power not because of crime, threatened with embezzlement, with a maximum of four years imprisonment. or a maximum fine of sixty rupiah ".".

The law gives a certain right to the person / party concerned and in such an event, it is up to the person / party protected to use or not the right. The provisions of Article 36 of the UUJF are clearly intended to provide legal protection to fiduciary recipients. Therefore, the law requires fiduciary recipients to register a fiduciary guarantee certificate. If it is not registered then it is not a fiduciary guarantee agreement as regulated in Article 37 paragraph (3) UUJF.

CONCLUSION

Reconstruction of the position of fiduciary guarantee is based on Article 1131 and Article 1132 of the Civil Code that is the spirit of the agreement made by the parties in a loan agreement. The article without prior rights will emerge pawn. Pawn must fulfill the inbezitstelling element, so people think of how to get the debtor to get credit but the debtor still obtains economic benefits from objects that have been used as guarantee for debt. To obtain this, a legal breakthrough needs to be built. The legal breakthrough is the surrender of ownership rights in confidence to the debtor's property to the creditor with the physical authority over the fixed object to the debtor (Fiduciary). The surrender is actually not intended to truly be the creditor of the owner of the guarantee, but only gives the guarantee right to pay off the debt to the creditor.

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Agricultural Ecology of Irrigation Systems and Sustainable Development in Simalungun region, Indonesia

Ecología agrícola de los sistemas de riego y desarrollo sostenible en la region de Simalungun, Indonesia

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ABSTRACT

The purpose of this article is to describe the agricultural and environmental problems that are face nowadays, such as agricultural ecology. The problem arises due to changes in the agricultural environment, which makes it no longer adequate to maintain the life of living beings caused by the use of insufficient irrigation water that does not meet the needs. If this is not resolved, it will eventually result in the disruption of the food chain in the ecosystem, which will cause the explosion and destruction of living creatures.

Keywords: Agricultural ecology, agriculture, irrigation systems, production, sustainable development.

RESUMEN

El propósito de este artículo es describir los problemas agrícolas y ambientales que se enfrentan hoy en día, como lo es la ecología agrícola. El problema surge debido a los cambios en el entorno agrícola, lo que hace que ya no sea adecuado para mantener la vida de los seres vivos causada por el uso de agua de riego insuficiente que no cumple con las necesidades. Si esto no se resuelve, eventualmente resultará en la interrupción de la cadena alimentaria en el ecosistema, lo que causará la explosión y destrucción de criaturas vivientes.

Palabras clave: Agricultura, desarrollo sostenible, ecología agrícola, producción, sistemas de riego.

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INTRODUCTION

Indonesia is an agricultural country and is still an agricultural country, meaning that agriculture plays an important role in the overall national economy. This can be shown from the number of residents or workers who live or work in the agricultural sector or from national products derived from agriculture.

Having very fertile soil, the land is an important agricultural production factor. The balance of the soil with the content of organic matter, microorganisms and biological activities as well as the presence of nutrients and nutrients will be very important for the sustainability of agriculture of agriculture in the future

Ecosystems are the basic functional units in ecology, because ecosystems include living things in the environment of organisms and the abiotic environment, each of which affects other properties and both need to maintain life so that there is balance, harmony, and harmony of nature. When this has been different from the first plant has been reduced because it is used as a place for human activities, but instead plants are needed by humans for survival. As is the case with agriculture, which is deliberately cultivating plants and expecting results from cultivating.

Agricultural environmental problems faced today are basically problems of agricultural ecology. problems faced today are basically problems of agricultural ecology. The problem arises because of changes in the agricultural environment, which causes the environment is no longer suitable to support the lives of living things caused by the use of irrigation water that is not in accordance with the needs. If this is not resolved it will eventually result in disruption of the food chain in the ecosystem which causes the explosion of one living creature and the destruction of other living creatures. But in cultivating a plant, it is necessary to pay attention to what plants can grow well. One of them is by understanding the scope around these plants and the needs of these plants, namely by studying agricultural ecology in the field.

Development in principle is a process and effort carried out by a society systematically to achieve a situation or condition that is better than now and is directed towards the development of advanced agriculture. The implementation of this development process is none other than the community feeling dissatisfied with the current situation which is felt to be less than ideal. However, it must be realized that agricultural development is an evolutionary process, so that people need to carry out gradually in accordance with their resources and the main problems being faced.

Agricultural development as a holistic way of farming based on various ecological processes and ecosystem services such as nutrition cycles, natural regulation of pests, soil and water conservation, biodiversity conservation, and carbon sequestration with the aim of increasing ecosystem sustainability and bringing economic and environmental benefits to farmers and society. Characteristics of agricultural development or agriculture by producing high quality products, natural cultivation of plants, increasing biological cycles, increasing soil fertility, avoiding pollution and maintaining biodiversity. So that it is promising for modern agriculture because it is associated with negative environmental impacts that are much lower.

REFERENCY STUDY

Agriculture is identical to farming in agriculture needs to learn about living things and the cultivation environment that is sought by humans. Agricultural ecology is an agricultural production system that relies on natural ingredients and avoids or restricts the use of synthetic chemicals, chemical fertilizers, pesticides, plant regulating substances, addictive feed, with the aim of providing agricultural products [2], that are safe for the health of producers and consumers as well as maintain environmental balance with nature and agricultural development directed at developing environmental balance with nature and agricultural development directed at developing advanced, efficient and resilient agriculture [12].

Concerns about sustainability in agricultural systems center on the need to develop technologies and practices that have no adverse effects on environmental goods and services, are accessible and effective for

farmers, and lead to increased food productivity. Despite major advances in agricultural productivity in the past half century, with crop and livestock productivity greatly driven by increased use of fertilizers, irrigation water, agricultural machinery, pesticides and soil, it would be too optimistic to assume that this relationship will remain linear in the future [23]. New approaches are needed that will integrate biological and ecological processes into food production, minimize the use of non-renewable inputs that cause damage to the environment or the health of farmers and consumers, utilize farmers' knowledge and skills productively, thereby replacing human capital for expensive external inputs, and utilize the collective capacity of the community productively [[6]

Agricultural ecology as interactions between plants, animals, humans, and the environment in agricultural systems based on the related geographical location. Ecology plays a political role aimed at fulfilling social and economic equality to traditional agricultural actors, productivity, stability, sustainability, and equality to develop new production methods, or cultural factors that determine cultivation practices [9]. Agricultural ecology is needed because by understanding the ecosystems that exist in the agricultural environment, we can prevent natural damage from the use of agricultural ecology itself [23].

Irrigation system as a human effort to modify the distribution of water, which is contained in natural channels, by using buildings and artificial channels for all or part of water for the purposes of the production of agricultural crops. The existence of physical elements as well as institutional elements that are interrelated in an irrigation system used In channeling water from water sources.

Irrigation has many benefits for nature as well as for living things that live in nature, including us as humans, among others, launching the flow of water in the paddy fields, eating the rice fields, regulating the wetting of land paddy fields, make it easier for farmers to irrigate paddy fields, meet the water needs of the paddy fields, as a means of supporting food security, fertilize the soil, for flushing water, as a place for cultivating certain plants or animals, as a store of water supply, depositing salts, protecting the soil, regulating temperature in the ground [22]. The intensification of sustainable agriculture is defined as producing more output from the same land area while reducing the negative environmental impacts and at the same time increasing the contribution of natural capital and the flow of environmental services [40]

Irrigation technology allows the control and distribution of water to meet various needs in water systems, such as agriculture, industry, and household needs [1]. Water is a vital economic resource, especially in agriculture, because water plays a very important role in the fertility of agricultural land. In addition, accessibility to water resources contributes to improving the livelihoods of small-scale agricultural households [7]. Agricultural water needs require supplying water and channeling it from areas that grow as well as water conservation for the dry season and ecological maintenance of agriculture [10].

Irrigation schemes are a systematic approach to managing water on agricultural land, water is provided for and channeled away from agricultural land and also includes water conservation for the dry season and ecological maintenance, acceptance of appropriate water management technology for agricultural practices can further increase agricultural production capacity and increase efficacy use of water in agriculture [29].

METHODOLOGY

The population in this study is the overall number of villagers who have the livelihoods of rice farmers who use irrigation in Pane District. The population of Panei Village as a rice field farmer is 837 families. The study population was 1,837 households. For the research sample, 837 heads of family were selected purposefully. The collected data will then be analyzed using analysis of variance (ANOVA).

Our model included the irrigation system, the benefits of irrigation and productivity. We examine the correlation between economic improvement, and sustainable agriculture using the Spearman rank correlation or Pearson correlation coefficient, based on whether the data meet the normality and homogeneity of the variance assumptions.

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Research variables for irrigation agriculture, ecosystem with indicators: integrated pest control, rotation and cultivation systems, land conservation, maintaining water quality due to wetlands, and diversification of land by planting and having superior varieties, better management of plant nutrients.

Sustainable agriculture variables are: produce high quality agricultural production with adequate quantity, naturally cultivate plants, encourage and enhance biological life cycles in the agricultural ecosystem, maintain and increase soil fertility over long periods, avoid all forms of pollution caused by the application of agricultural techniques, maintain a diversity genetic system of agriculture.

RESULTS AND DISCUSSION

Results

The age of most respondents is> 50 years, amounting to 37.21%, age 31-40 years at 12.79% and age 20-30 years at 4.65%. Elementary / junior high school education is 11.63%, high school is 82.56%, undergraduate is 4.65% and a master is 1.16%. Monthly respondent's income is 2,500,000-3,500,000 in the amount of 5.68%, 3,600,000-4,500,000 is 61.36% and> 4,500.00 is 32.95. Respondents who have land greater than 20 range amounted to 6.98%, land area of 15-20 rannge amounted to 13.95%, land area of 11-15 range amounted to 22.09%, land area of 6-10 range amounted to 48.84% and land area of 1-5 range of

The age of most respondents is> 50 years 37,21%, age 31-40 years is 12.79% and age 20-30 years is 4.65%. Elementary / junior high school education is 11,63%, high school is 82,56%, undergraduate is 4,65% and a master is 1.16%. Monthly respondent's income is 2,500,000-3,500,000 in the amount of 5,68%, 3,600,000-4,500,000 is 61,36% and> 4,500.00 is 32,95. Respondents who have land larger than 20 range are 6 people by 6.98%, land area of 15-20 range is 12 people for 13.95%, land area for 11-15 range is 19 people for 22.09%,land area 6-10 range as much as 48.84% and land area of 1-5 as many as 7 people amounted to 8.14%. Land ownership of respondents who own their land is 86.05% and rented land is 13.95%. The number of family members> 8 people is 12.79%, 5-8 people is 79.07 people and 1-4 people are 8.14%.

The results of multiple linear regression testing can be shown in the following table below.

Tabel 1. ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	77.864	6	12.977	2.175	.0.000
	Residual	10023.255	830	12.076		
	Total	10101.118	836			

Obtained F count is 1,075 while the F table is 2.12, where F count is smaller than the F table or 1.075> 2.12 with a significance level of 0.00 <0.05, thus it can be concluded that together the agricultural irrigation system positive and significant effect on sustainable agricultural development.

Significant influence occurs because agricultural activities such as land management, drainage, inter-planting, rotation, and extensive use of pesticides and fertilizers have significant implications for flora and fauna. Species that are able to adapt to agricultural landscapes create fundamental habitat changes that result in significant changes in composition

To find out the joint effect of X on Y, the F test is carried out with the results as shown in the following table.

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	72.351	2.304		31.402	.000
Integrated pest control	.008	.087	.003	3.107	.003
Agricultural cultivation rotation system	.070	.097	.029	2.725	.001
Land conservation	.011	.084	.004	2.130	.004
Maintaining soil quality	.167	.085	.068	2.956	.001
Land diversification	.114	.080	.050	2.433	.002
Management of plant nutrients properly	.028	.096	.012	3.296	.003

Agricultural ecology of the irrigation system with integrated pest control, rotation system of agricultural cultivation, land conservation, maintaining soil quality, land diversification, better management of plant nutrients have no significant effect on sustainable agricultural development.

As the main basis for all agricultural activities, soil is one of the main natural resources, because farmers do not get to compensate for the loss of soil fertility with nutritional inputs, fertilization in organic farming is based on organic substances such as manure, compost, green manure, plant residues and fertilizers organic. As a result, there is a broad supply of organic matter through the aerobic decomposition process affected by humidity, temperature and oxygen. Intense biological activity increases metabolism between soil and plants and must be the focus of sustainable crop production and fertilizer management. In contrast to conventional agriculture, organic farmers are more dependent on a high and sustainable supply of organic matter including crop rotation

DISCUSSION

Age naturally affects labor productivity. Within certain limits, the more a person's age increases, the more productive their workforce will be, and after a certain age the productivity will decrease. Farmer, age is also related to the process of transfer and adoption of technological innovations, where young farmers tend to be more progressive in the process of transfer of new innovations, so as to accelerate the process of technology transfer that can increase the productivity of these farmers. Education is very important for someone in living this life. High or low level of farmer education influences decisions in land conversion, the higher the level of education the farmer becomes more critical in making decisions. Conversely, the lower the farmer's education, the easier the farmer is influenced by others. Income between respondents and other respondents is not the same, the size of the respondent's income is determined by the type of work they have. If they work as farmers, their income comes from harvests from agriculture. The size of the income of farmers is very dependent on the area of land they have. In addition, those who have a high income have the ability to meet their needs higher than those who have a low income. Land area really influences the amount of income for farmers, because land is one of the factors of production from agriculture. If farmers have a large area of land, then the possibility of income is also greater than that of a small area, this is because they are interrupted to wait for the harvest.

The farmers have free time to do work on other fields, and the agricultural sector has many opportunities to do other work. Land ownership is the total area of land cultivated by farmers with their own land, land ownership determines the income, standard of living and degree of welfare of the farmer's household. Land ownership will affect the adoption of innovation, because the farm owner himself is more willing to adopt

innovation, the higher the yield of production so that it will also increase farmers' income. The number of family members of the farmer greatly influences welfare because the smaller the number of family members, the fewest needs that the family must meet, and vice versa. So that in a family with a large number of members, it will be followed by many needs that must be met

The agricultural ecology of the irrigation system has an effect of 7.1% on agricultural development. In its implementation, the agricultural development system using organic agricultural materials is very concerned about environmental conditions by developing environmentally friendly cultivation methods and processing. Organic farming systems are applied based on the interaction of soil, plants, animals, humans, microorganisms, ecosystems and the environment by taking into account the balance and biodiversity.

This system is directly directed at efforts to improve the process of natural recycling rather than efforts to damage the agricultural ecosystem. Organic farming views nature as a whole, its components are interdependent and supportive, and humans are part of it. Ecological principles applied in organic farming can enhance the relationship between organisms and their natural surroundings and between these organisms develop in a balanced manner. The pattern of relations between organisms and their nature is seen as an inseparable unity, as well as basic guidelines or laws in the management of nature, including agriculture.

The continuous use of pesticides will have a negative impact on health and the environment. Integrated pest control is an innovation that farmers must apply in reducing the use of pesticides

The other side of the application of pesticides that are easy to use also negatively affects farmers, the environment, plants and the community as consumers of agricultural products, the use of pesticides by farmers causes poisoning for farmers, pesticide residues settling into the soil and pesticides sprayed on plants absorbed through leaves, stems and plant roots.

Agriculture carried out by the community is still a monoculture farming system throughout the year; this causes an explosion of pest populations that attack agricultural crops throughout the year, reduced soil fertility due to hardening of the soil structure, loss of vegetation of organisms that are symbiotic with plants and the ability of infiltration by the soil. The benefits of crop rotation can reduce the intensity of pests and diseases, increase soil fertility, and be able to form a stable micro ecosystem.

Land conservation and maintaining soil quality are agricultural systems that integrate soil and water conservation techniques into existing farming systems with the aim of increasing farmers 'incomes, improving farmers' welfare and at the same time reducing erosion and water balance can be maintained so that the farming system can continue continuously without limits.

The conservation farming system is a typical dry land farming. Dry land with a high level of slope as a place for farmers to run their farming business, so that it will be able to be processed into productive and sustainable land that guarantees land resources, which are able to permanently support the national economy. This can only be achieved when the principle of using socioeconomic factors is still low; land damage that occurs is often caused by the necessities of life, because poor farmers are unable to cultivate farming independently.

It is indeed not easy to realize conservation farming business, given the many challenges, especially the characteristics of farmers and agriculture in areas that require conservation farming area: 1) farmers are generally poor and lack capital to carry out conservation farming business, 2) farmers with narrow land, farmers, landless or tenant farmers so that they are not eager to carry out conservation farming business, 3) farmers do not think that erosion in agricultural areas is a matter of agricultural management or problems of farmers even though they are aware that agricultural cultivation erosion, 4) knowledge of farmers about conservation techniques can increase agricultural production is still low, 5) agricultural land is generally poor (infertile), marginal land, lack of water, erosion that has occurred so that land productivity is low, 6) the price of agricultural products is very low, 7) employment opportunities in outside the agricultural business is very limited

Agricultural diversification is an effort to diversify types of businesses or agricultural crops to avoid dependence on one agricultural product. Agricultural diversification can be done in two ways, namely: multiplying various types of agricultural activities, for example, farmers besides farming also raising chickens

and raising fish, land, for example, in a field besides been planting corn is also planted with fields. Diversified agriculture is also called mixed farming. Plant nutrient management is a holistic approach to plant nutrient management by considering in full all agricultural resources that can be utilized as a source of plant nutrients aimed at optimizing the use of nutrients from an agronomic, economic and environmental perspective.

With proper and good nutrition in a location-specific total crop production system. The provision of nutrients ensures that the plant has enough to obtain all essential nutrients, but not to excess. The main principle of providing nutrition is by maximizing the use of organic inputs and minimizing nutrient loss and creating fertilizer supplements. Efforts to maximize the use of organic inputs include returning plant residues to the soil, involving nitrogen-fixing legume plants in crop rotation, and using organic material produced outside the soil if possible.

The cause of the agricultural ecology of irrigation systems does not significantly affect agricultural development is that there are other factors outside the research variables, including rainfall, climate, wind speed, soil composition and color, plant cover, slope, temperature and plant evaporation rate

Farmers as the main actors in agricultural development have problems, and this prevents farmers from developing their farming. The problem often faced by farmers is a basic problem that must be resolved to develop agriculture. Issues to note: capital is often a problem when farmers start farming, the price of production is unstable, the nature of agricultural products is seasonal, which means the product will have sufficient amounts at a certain time, narrow tenure, one of the problems that continues to haunt development agriculture is the narrow control of land, scarcity of production input, the problem faced by farmers is the scarcity of agricultural production facilities. Whereas production input plays a role as an input for farming by farmers.

CONCLUSION

The agricultural ecology of the irrigation system has no significant effect on agricultural development and the results of the analysis concluded that the agricultural ecology of the irrigation system has an effect of 7.1% in agricultural development. It is necessary to strengthen the capacity of institutions, both government institutions and community institutions in the context of agricultural development. In order to pay attention to the concept of agricultural ecology, it is necessary directed community action to lead to the growth of formal community institutions and management of agriculture with the concept of agricultural ecology so that it leads to the emergence of sustainable agricultural development.

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Study of Politeness Strategy of Speech Act Caring Utterances: Discourse Completion Test (DCT) Approach

Estudio de la estrategia de cortesía de las expresiones del cuidado del acto de habla: enfoque de la prueba de finalización del discurso (DCT)

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ABSTRACT

This study focuses on exploring utterances of caring in academic interaction between vocational students and between lecturers (s) -students' major in automotive and pharmacy of Polytechnic Indonesia Surakarta. This study analyses two objectives: (1) politeness strategies in expressing warnings, and (2) warning speech sentences carried out by vocational education students. Data was collected using a questionnaire technique in the form of Discourse Completion Test (DCT) which were given to respondents. The five active male and female lecturers were chosen as research subjects. The lecturers teach five different courses. The other participants were 128 students taught by the selected five lecturers.

Keywords: Academic, politeness principles, polytechnic indonusa, speech acts.

RESUMEN

Este estudio se enfoca en explorar las expresiones del cuidado en la interacción académica entre estudiantes vocacionales y entre los principales profesores y estudiantes en automoción y farmacia de la Politécnica Indonesia Surakarta. Este estudio analiza dos objetivos: (1) estrategias de cortesía al expresar advertencias, y (2) oraciones de advertencia en el discurso llevadas a cabo por estudiantes de educación vocacional. Los datos se recolectaron utilizando una técnica de cuestionario en forma de Prueba de finalización del discurso (DCT) que se les dio a los encuestados. Los cinco profesores activos, hombres y mujeres, fueron elegidos como sujetos de investigación. Los profesores imparten cinco cursos diferentes.

Palabras clave: Académico, actos de habla, politécnica indonusa, principios de cortesía.

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INTRODUCTION

Communication is an integral part of human life. As long as humans live, during that time humans also communicate both in the form of non-verbal communication such as gestures, body language, facial expressions and verbal communication. As social beings, humans always wish to establish communication in creating and increasing the activeness of relations with other fellow humans. Language is one of the tools used by humans to communicate and interact. On communicating through language, humans express speech acts with various expressing intentions. Each unit of speech acts or utterance holds a distinctive function according to the speech situation, i.e., the utterances of apologizing, offering something, rejecting, thanking, etc. share their respective functions.

In this view, the use of language in interactions in classroom learning is a social and cultural phenomenon which is inseparable from the speech tradition of the speakers. This is justified by Brown (1980) because in the language of each actor the speech is always based on the language of each actor speaking always based on social factors and cultural or traditional values by social factors and cultural or traditional values around the individual. The attitudes between people vary from place to place, between one nation and another.

The use of language in interactions is inseparable from language functions and other components of interaction. The success of using language as a means of interaction through these functions is influenced by speech participants' factors and the context behind the speech. Therefore, the use of language can be seen as a system in which it involves language components, speech actors, and the context. In other words, language activities are always influenced by linguistic components, things related to speech actors, and socio-cultural factors as contexts of conversation.

In this regard, the use of language in interactions in vocational student practice learning classes is interesting to be conducted. Based on the functional view of language, to understand the language interactions in classroom learning as communication events or interface speech events. Communication events marked the interaction between speakers and reciprocal speech partners are prominent where the form is determined by social goals (Richard, 1995, p. 3). In exploring the speech acts use between lecturers and students on interactions in learning in the classroom, speech can be viewed as a speech act which should be placed in the whole context of speech events in accordance with the socio-cultural context (Hymes, 1974; Duranti, 2000; Susanti, 2019).

Certain speech act modes are used in the socio-cultural context, the interaction between lecturers and students in practical learning classroom expresses politeness values reflected in the caring speech acts. The politeness of speech acts in Indonesian and mixed with regional languages, namely Javanese in accordance with these facts, are always influenced by local socio-cultural factors. This phenomenon can be seen in the following example.

Lecturer	*Sekarang ini dipasang juga dimesin sana*
	[Now, this should also be placed on that engine?]
Student A	*Saya pasangke pak* [let me put it sir]
	(Students have finished the practice and cleaned the workshop room)
Lecturer	*Itu lantai bekas ceceran oli dibersihkan juga. Disana ada majun bekas.*
	[The oil spilled floor needs to be cleaned too. There is a used majun]
Student A	*Tidak ada bubuk kayu pak?* [No wood powder sir?]
Lecturer	*Belum beli*

In polite utterances, there are three factors that the speaker should pay attention. According to Brown and Levinson (1987, p.61) there are another three factors models assessed the seriousness of FTA: Power, distance, and ranking of imposition. In case, many students neglect the use of politeness in in their conversation shall ruin their social relationship with other fellow people. For vocational students mastering

politeness is highly important especially teachers, bearing in mind they will teach their students how to speak and behave politely.

Politeness is a universal phenomenon, similar to the applied norms of politeness in any language in this world. In a language interaction, humans are given the power of thought and taste which is in turn represented through communication. According to Eelen (2001) humans wish to refute and appreciate. However, based on the culture of speakers who produce language, politeness is a cultural phenomenon which shows differences between one nation and another, one region with another, even one region with another. In this discussion, politeness is translated by cultural norms surrounding speakers and the speech partners in communication. In this context, according to Duranti (2000), culture is a system of mediation and a system of practice. As a mediation system, culture organizes the use of tools in various activities. According to this view, culture addresses material and ideational objects. Products include conversations.

Culture as a practical system views language as a series of practices that not only refer to grammatical words and rules, but also certain symbols. In accordance with this view, conversations in classroom learning are typical of communication culture. Culture in this case is a system of communication rules and interactions in classroom learning as a formal dimension of education, including bilingual (Indonesian and Javanese language) socio-cultural factors in the speech community. As a speech society, both lecturers and students collectively share knowledge and agreement on rules that speak of interaction in learning.

A number of researches on politeness have been done, among others: Matsumoto (1988, p.75), Ide, et al. (1989, p.63), Gunarwan (1994, p. 81), Sasabone (2001, p. iii), and Aziz (2003, p. 241). The following are briefly described in their study along with the results or findings. Matsumoto (1988, p.75) examines the phenomenon of politeness from the perspective of a qualitative approach. He examined the universality of the concept of "face" in Japanese language and society. The result is in-depth description of the realization of politeness in Japanese society concerns about the concept of face. Ide, et al. (1989, p.63) compared the politeness of Japanese people compared to the politeness of Japanese people with Americans. The result is politeness for the Japanese nation honorific (respect) concept concerns while for Americans, politeness concern strategy as Brown and Levinson's theory.

Sasabone (2001, pp. iii) examines the form of refusal politeness in student interaction, namely the form of direct and indirect speech delivery. The form of speech delivery is directly marked by the word no. Indirect speech forms are realized through five ways, namely rejection with (a) reasons, (b) conditions, (c) proposals, (d) thanks, and (e) signals. Aziz (2003, h.241) examines the role of age in the realization of Indonesian politeness in West Java. He found a striking difference in the realization of politeness speaking in different generations of groups. Age variable turns out not only as an instrument, but a functional role that controls the role of other social variables and integrates in a social system. From such studies, the topics of politeness with relates culture specific situation. This study differently lies in the subject under study, background, culture, and social aspects that influence communication.

METHODOLOGY

This study was designed with descriptive-qualitative research method; it is research paradigm which does not consider statistical calculation (Moleong, 1994, p. 2). The data retrieval technique of this study applied note taking technique and content analysis. The data analysis used extralingual equivalence method. This study was conducted in Polytechnic Indonesia of Surakarta, Indonesia. Five active students of both male and female students-lecturers were chosen as the research subjects. The lecturers who were designed for the current study teach five different courses. The other participants were 128 (one hundred and twenty-eight) students taught by the selected five lecturers. The needs of observing students mainly done to explore how those students' act of responding heir lecturer(s') interactive utterances and viewed the relationship between the utterances in line with the pragmatic forces being exercised by the lecturer(s) in the classroom.

The data were collected using questionnaire technique which was designed according to Complete Discourse Completion Test (DCT) model intentionally given to respondents. The test presented several different situations in the form of discourse where respondents were asked to complete the test section by responding to the given situation. This Discourse Completion (DCT) used is modified according to the situation and conditions in the Javanese culture where the respondent originated. The Discourse Completion Test being to determine the caring and warnings speech acts realization followed Tuncel's theory (1999) further adapted ub Cohen and Olshtain (1981) and quoted by Istifci (2009). The Completion Test (DCT) test was used to determine the use of speech act realization. The collected data is calculated and categorized according to the criteria described above regarding the act of speech caring and warning.

RESULTS AND DISCUSSION

Linguistic politeness study

The term politeness as a noun is actually derived from the adjective word form of "polite". Cambridge Advanced Learners Dictionary (CALD-2003) describes the word 'polite' comprises of attitudes 1) to behave socially correct manner and of showing communicative behavioral awareness of caring other people's feelings; 2) to act socially right rather than friendly. However, this definition remains incomplete, the typical politeness according to common understanding of the society on how one should behave in accordance with the prevailing social rules within a society in addition to show a deep concern and sensitivity to other people' feelings.

The aforementioned politeness can never be solely interpreted as being gentle and friendly, but also it emphasizes on how one should behave properly, and according to the socially accepted norms. Thomas (1995, p. 157) further argued that it is impossible to examine politeness without engaging the surrounding context, for it is not just a linguistic form that displays an utterance consisting of a polite or non-polite sense, but it is necessary the "linguistic form + the utterance context + both the speaker and the speaking partner(s)' relationship and the effect of the expressed utterances on the other person".

Thomas' explanation (1995) reflects that politeness is a system, namely a series of items (speech forms, contexts, participants, and speech effects) that are mutually interrelated and operate altogether. The term "system" or the (English) system described in the Cambridge Advanced Learners Dictionary (CALD-2003) is a set and / or method described as: a set of connected items or devices which operate altogether as a system (method): (1) a way of doing things; (2) the counting of a particular method, measuring or weighing things. This definition provides a view that "system" can be seen as a "series" and as a "method". As a series, the system is "a series of items that are mutually interconnected that operate altogether". Having assumed as a method, the system is "how to do something" or "a method or special method of calculating, measuring or weighing something". According to Fraser (1990) in politeness there is a kind of rights exercised by speaker(s) and listeners or lawyers. Thus, if there is rights there will also be the obligations for both speaker(s) and the speaking partners. Departing from the already explained definitions, this study, therefore, examine the meaning of politeness as follows. Politeness is contractual, which is operationalized in a communication contract or conversation contract using variations or language codes that are in accordance with, and considering, the specific measurable scale and the speakers and speech partners' familiarity on the basis of their rights and obligations to maintain a harmonious relationship.

LANGUAGE STUDY ON POLYTECHNIC STUDENTS

The author conducted preliminary research at the Polytechnic campus in Surakarta City, while the results showed that interactions between students and lecturers was verbally and nonverbally carried out in academic activities on campus as well as the highlights on Javanese cultural background in everyday conversation. In Javanese culture, lecturers are the educational elite social elements in which studentsall over social class should respect to. This background nuances the politeness strategy used (Senowarsito, 2012). On such a reason, students need to be able to show their good attitude and politeness speech to their lecturers. As part of esablishingsuch conditions, it is significantly the lecturer(s) provide opportunities for the students to actively take a role in academic activities, lecturers should place themselves emotionally closed to the students.

Polytechnic is one of the vocational higher educational institutions in Indonesia that has specificities related to the learning process. The education offers at the Polytechnic is specifically emphasized on developing the ability in applying science and technology practically and are adept at handling work. The characteristics of education at the Polytechnic are as follows: 1) Polytechnic is higher education namely academically based and industrial competence, 2) In the teaching and learning process, theory and practice are held to strengthen mutual reasoning skills and advanced skills mastering in dealing with practical problems with comparisons between theories 30- 40% and practice 60-70%, c) Teaching theory emphasizes the linking of basic concepts with real cases directly through comprehensive problem solving methods, d) teaching practice emphasizes skills integrating theory with practice that produces works or finished products that can be directly used.

Based on the specialization of polytechnics as a vocational campus, a student is required to always think and do creative things to be able to produce advanced products benefited to all society. For this reason, the role of the lecturers involved is not only limited to providing knowledge but also acts as a facilitator, controller, manager, as well as a student source seeker to participate in activities (Bishop & Glynn, 1999; Brown, 2007). At present, ideal learning is a learning process leading towards the provision of a larger learner role in the class (learner-centered) so that the dominance of lecturers is much reduced (S Sinclair & Coulthard, 1975; Senowarsito, 2012) The lecturers' roles in lecturing process is as an educator, motivator, supervisor, model, and facilitator. Especially with regard to the lecturing process, lecturer(s) bear their roles as a facilitator (Harmer, 2001; Littlewood, 1981; Senowarsito, 2012), namely facilitating students to conduct lecture processes that are realized in multiple roles, as a controller, organizer, assessor, prompter, participant , resources, tutors, and observers. Murphey (2003) further suggests that the success in academic activity process, whether in class, in the laboratory, or in other spaces depends on the achievement of interaction between lecturers and students. In addition, it is undeniable that every action and expression produced by lecturers in the classroom involves linguistic substances (Bloome, Carter, Christian, Otto, and Shuart-Faris, 2005). In the interaction between students and lecturers, language plays an important role in classroom management and student acquisition processes. This illustrates that the language used in a learning situated communication shall determine the success and classroom interaction as well as a medium to increase student knowledge acquisition in the classroom (Nunan, 1991 cited in Peng, Xie, and Cai, 2014).In this study the authors discussed the use of speech acts between students and lecturers in the domain of higher education, especially polytechnic campus students.

Politeness utterances of the indonusa polytechnic students- lecturer(s)

The politeness of speech acts in Students-lecturer's practical classroom learning of Indonusa is represented by declarative, interrogative, and imperative speeches. The politeness declarative speech acts as an act of asking for acts of commanding, praising, and counseling. The lecturer uses the declarative mode to have students pay attention to learning instruction before it starts for further. The lecturer's request was responded positively by students. The lecturer places himself on par with students. By using our first plural

person pronouns, the lecturer builds equality with students even though their roles and status are actually different.

The use of declarative mode which represents the act of governing, the lecturer concerns the role of each student in the practical classroom. By expressing declarative modal speeches, based on the context of speech, students have understood that illocutionary contained in the lecturer's utterance reflects an order. The following utterances express the lecturer's instructions to students about explaining a procedure for charging the accu.

Lecturer: "Ini siapa yang ngecas aki? Anda tahu tidak, prosedur ngecas aki itu gimana?"

[Who is charging an accu (here)? You know what arethe procedures (should be taken) in charging the accu?]

Typical speech acts realized are the indirect speech acts, these are expressed to soften illocutionary force of the utterance that. These findings are in line with the opinion of Holmes (2001) that the use of declarative mode with the illusion of request, command, praise, and advise in conversations is more polite than using the imperative mode. That is because indirect speech is formed. The continuity of speech provides a softening effect on illocutionary force which shows a sense of politeness.

Lecturer: "*Yusuf, kamu kok ganteng sendiri to, yang lain pake wearpack. Kamu kok pake kaos*." [Yusuf, how come you are the most handsome of the others, others wear wear. How come you wear a shirt]. The lecturer's speech act illustrated above clearly reflects the advise to a student's name called Yusuf for at that moment he was caught not wearing lab-coat in joining the workshop.

The lecturer's speech act illustrated above clearly reflects the insulting pragmatics of the student's name called Yusuf for at that moment he was caught not wearing lab-coat in joining the workshop. The declarative speech intentionally used to inform something or interrogative speech that intends to ask something is called a direct speech act.

The representation of politiness speech acts strategy

The research findings show that the politeness of speech acts in a practical classroom learning consists of both expressing utterances directly and indirectly. Expressing utterances directly is realized in the form of complete imperative speech and imperative speech with phrases.

> Untuk laporan bisa ditulis sekarang, kalau ada perlu tambahan segera ditambahkan, sehingga nanti saya minta anda untuk mengerjakan laporan dan mengumpulkan sudah siap jadi tinggal di jilid seragam dan itu pembagian dari nilai juga, gimana hasil dari prakttik anda di rekap disitu, termasukk nanti yang kehadiran jarang hadir itu ada rekapannya sendiri di laptop saya.

[The report can be written now, in case there is an extra information, it will be added immediately, thus later I ask you to work on the report and collect it ready to stay in a uniform volume and that is the distribution of values, how can you recap the results of the practice rarely present is there a recipe on my laptop]

Expressing utterances in a direct way can be potentially threatening faces. In the findings, it can be seen that imperative speeches are used by teachers and students in classroom learning. The teacher uses an imperative speech to tell students to do something, while students use imperative speech when asking the teacher to explain certain material. However, the use of a number of certain politeness markers provides the softening effect of illocutionary force on the lecturer's utterances.

Student 1	*Ini dicek semua pak lubang-lubang baterainya*?
Lecturer	*Iya itu. Urut dimulai dari sel 1*
Student 1	*Mosok iki sambungan e ning massa?*
Student 2	*Udu massa, iki entuk e positif, nek sing iki negative*
Student 3	*Piro kui?*
Student 4	25.

Greetings are words used by speakers to indicate or designate people to talk to when someone wants to establish a communication with their partner (Fasold, 1990). In many languages, there are two main types of greetings, namely the name and the greeting word. Greetings may be part of a complete system of meaning used in maintaining social relations. A greeting word or phrase is generally done when a speaker has received the attention of the listener; the call here functions to attract the attention of the speech partners Brown and Gilman (1960/1972; cf. Fasold, 1990, p. 3; cf. Braun 1988; Wardhaugh, 2004, p.259-265; Fishman, 1968, p.24-28; Spolsky, 2003, p.2023; Bonvillain, 2003) examined in depth the use of greeting words in French, German, Italian and Spanish. They suggested that the use of greeting words was encouraged by two meanings (semantics), namely power (power) and solidarity (solidarity). The meaning of semantic power pronoun such as power relations is non-reciprocal. A person has power over others at the level he can control the behavior of others. This relationship is non-reciprocal considering that the two people cannot have power over each other in the same area. In the same way, the meaning of power carries the use of two non-reciprocal greeting words. People whose lower greeter says V (vos) - in the Javanese language *'panjenengan'* 'you' or Anda in Indonesian context - to someone who has power and he receives the greeting T (*tu*) which in Javanese: *'kowe'* or you. Traditionally, parents are considered to have more power over the younger or son/daughter, bosses have power over their employees, *priyayi* (Javanese elite) have power over non-*priyayi*, namely *wong cilik* (common people). The meaning of power only applies if a society is truly stratified. Thus, each individual shares an asymmetrical relationship, in other words, there is no power alignment.

In the context of Javanese culture, lecturers are traditionally considered more mature and knowledgeable than the students. As a realization of respect, students need to be polite to their lecturer(s). Politeness acts relate the language addressed the various aspects of social norms and structures as well as behavioral and ethical rules application. Students' utterances to lecturers in academic activities are inevitably insparable from politeness issues. In addition to being influenced by the Javanese cultural context, politeness both realizations and strategies are also influenced by a paradigm shift in learning from teacher-centered to learner-centered. This change in paradigm has an impact on the changes in patterns of interaction between students and lecturers withinan interaction which engage various academic activities. This interactional pattern influences their politeness language-style realization and strategies. Those academic activities are all things related to campus activities, such as discussions both inside and outside the classroom, consulting academic advisers, consulting reports and practicum, guiding final project proposals, etc.

CONCLUSION

Based on the results of data analysis and discussions on classroom interaction at the Indonusa Polytechnic of Surakarta, the realized illocutionary acts were: (a) directive, which is the act of commanding, (b) expressive, criticizing and praising, (c) declarative, giving information, prohibiting, and deciding, (d) the expressive, mainly realized by the act of praising. The most occurred speech acts were directive speech acts. This is quite reasonable because the lecturer(s) incline towards showing more power (pragmatic force) than the students. The pragmatic forces realized throughout the data reflect directive speech acts expressed by the lecturer(s) speech acts in practical classes at the Indonusa Polytechnic of Surakarta quite strongly addressed to students.

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The Future of Russian-Japanese Relations in Light of the Crisis in the Kuril Islands

El futuro de las relaciones entre Rusia y Japón a la luz de la crisis de las islas Kuril

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ABSTRACT

Relations between Russia and Japan follow two unequal tracks, a network of cooperation slowly expanding in various fields, and a territorial dispute over the Kuril Islands. In 1956, Japan and the Soviet Union signed the ceasefire agreement. Japan binds the conclusion of the peace treaty between the two countries, with the return of Russia to the four Kuril Islands that the Soviet Union annexed to its lands in the framework of the results of the Second World War, while Russia is adhering to its right to own the Kuril Islands and considers it part of its security and sovereignty.

Keywords: Economy, Japan, Kuril Islands, Russia, security.

RESUMEN

Las relaciones entre Rusia y Japón siguen dos vías desiguales, una red de cooperación que se expande lentamente en varios campos y una disputa territorial sobre las Islas Kuriles. En 1956, Japón y la Unión Soviética firmaron el acuerdo de alto al fuego. Japón se une a la conclusión del tratado de paz entre los dos países, con el regreso de Rusia a las cuatro islas Kuriles que la Unión Soviética anexó a sus tierras en el marco de los resultados de la Segunda Guerra Mundial, mientras que Rusia se adhiere a su derecho de ser dueño de las Islas Kuriles y lo considera parte de su seguridad y soberanía.

Palabras clave: Economía, Islas Kuriles, Japón, Rusia, seguridad

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INTRODUCTION

At a time when Japan is looking forward to the huge energy and natural resources that Russia possesses compared to the resource-poor Japan, at the same time Russia is looking for Japanese technology and investments that benefit its development. This means that some problems can be overcome, including the dispute over the Kuril Islands. It hinders the development of their bilateral relations, even if only temporarily. One of the most important challenges facing Russian-Japanese relations is how to frame them in the context of the confrontation between Russia and the West as in growing Chinese hegemony in the Asia-Pacific region, which is a concern for both countries.

Russian-Japanese relations are among the international relations that combine importance and complexity at the same time, as it went through a very complex historical path, bringing with it a number of wars and disputes, especially with regard to the issue (the Kuril Islands), which competition was and still holds clear traces in the relations between The two parties.

The tension in Russian-Japanese relations cannot be deflected by the issue of the disputed Kuril Islands between the two sides since 1786 AD, because it greatly reduces the reality of the historical and geopolitical conflict between the two powers. Therefore, the analysis of the real causes of tension and disagreement between a world power like Russia, and a country part of the continental and regional powers system as Japan, could give us a clear picture of the course of relations between the two countries.

The importance of studying Russian-Japanese relations depends on the importance of both countries and their role in the regional and international surroundings, as the two countries seek to play a greater role on the international political scene, as Russia is one of the most important poles affecting the international system and aspires to regain its international position after the dissolution of the Soviet Union. Japan also represents the Asian power it seeks to highlight its role in international issues, with the political and economic tools it possesses in its regional and international surroundings.

The research here calls for an examination of an important problem framing Russian-Japanese relations, as one of the most pressing problems facing relations between the two countries is the dispute over the Kuril Islands. However, the relations between the two countries continue and are positively represented by their cooperation in many fields. One of the most important challenges facing the relations between the two countries is how to frame relations between Moscow and Tokyo in the context of the confrontation between Russia and the West and the growing Chinese hegemony in the Asia Pacific region.

It would seem logical to start with the analysis of our research by asking some questions such as: -

What is the impact of the historical legacy of wars and disputes over the Kuril Islands on Russian-Japanese relations?

What is the extent of the influence of regional and international changes on the relations between Russia and Japan?

• Can the fields of cooperation between the two countries do their work in charting the future of relations between the two countries?

What are the chances of a solution to the issue of the Kuril Islands in the near or medium future?

Hypothesis:

We had to start in confronting this important issue within the limits of the imposition: The Russian-Japanese relations did not take a single form and oscillated between conflict and cooperation. Over the past decades, therefore, cooperation at the political, economic and security levels between Russia and Japan may be the necessary engine for overcoming the crisis of the Kuril Islands to a future based on cooperation as an alternative to the state of tension in relations between the two countries. Otherwise, the alternative may lead (with the absence of a solution to the crisis or the conclusion of a peace agreement or the sharing of sovereignty over the islands) at the end of the day to an armed conflict in the medium or long term that may include the entire region.

The first topic: The importance of the Kuril Islands and the historical dimension of the crisis

First - The Kuril Islands and its importance:

The disputed Kuril Islands between Russia and Japan are a series of islands that are punctuated by many active volcanoes and therefore have been called the Kuril. They are fourteen islands between Japan and the Russian (Sakhalin) island that extends for a distance of (1200 km) between the Russian (Kamchatka) Peninsula And the island of (Hokkaido) Japan in the far northeast of Asia, and separates these islands, the Sea of Akhotsk, which is located on the eastern border of Russia from the Pacific Ocean. These islands have a total area of about (15.5 thousand km 2) and are inhabited by more than (20) thousand people, and are divided as follow:

The large Kuril chain includes the island (Iturup) with an area of three thousand km2, and the island (Konashir) with an area of (1.5 thousand km 2).

The small Kuril chain, including (Chicotan) Island (182 km2), as well as five islands belonging to the Habomai archipelago and groups of small islands that are prominent rocks from the sea, which are the islands (Oskolki, Diomin, and Skalny) with a general area (118 km2).

Russia calls these islands (the Southern Kuril Islands) as they overlook them from the south, while Japan calls them the "northern territories" because they overlook them from the north. (1)

The Kuril Islands occupy a strategic economic and military importance and weight. Economically it contains important natural resources, which can provide great economic returns for those who control it, as it is surrounded by rich fishing areas, where a third of the amount of fish caught in the Far East seas is caught, about (1.6) million tons of fish and marine materials annually. There are valuable types of fish in the South Kuril Strait, in addition to mineral resources, such as (titanium, magnesium, cobalt, copper, lead, zinc, platinum, gold and sulfur). There is also on the island (Iturup) a single field in the world of rare rhenium, along with gas and oil deposits. (2)

The islands are also gaining strategic importance for Russia, as it is the only line allowing entry into the Sea of Okhotsk and the Russian Far East region bordering the Pacific Ocean. It also greatly increases the continental defense zone and guarantees the security of transportation routes leading to military bases located on the Kamchatka Kra Peninsula and control of the waters of the Sea of Okhotsk and the airspace over it. It is increasingly important for hosting several Russian military bases, in which military activities are taking place, most notably the deployment of ballistic missile systems, and the deployment of Russian army teams. (3)

Second - historical dimensions:

Russia was on the Kuril Islands in the first half of the eighteenth century. In 1786, a decree was issued annexing the Kuril Islands to the Russian Empire. A hundred years later, Russia has in effect imposed control over it. (4) In 1798, the Japanese removed the Russian characters and installed columns stating that this land is property of the Japanese Empire, and by 1804, Russia and Japan jointly controlled part of the islands, and in February 1855, Russia and Japan signed the first bilateral trade agreement and border, which on the basis, peace and friendship between them were declared, and three Japanese ports were opened to Russian ships. (5) In 1875, the two sides signed a treaty under which Russia would give up an island from the Kuril to Japan, in return, Japan recognized the full Russian jurisdiction over Sakhalin, and a treaty remained The year 1875, valid until 1905, when Russia and Japan signed the Portsmouth Peace Treaty, as part of a victorious exit from the Russo-Japanese War between 1904 and 1905, Russia abandoned the entire Kuril and some lands in southern Sakhalin Island. (6)

In the same vein, Japan's defeat in World War II changed the situation on the ground in favor of Russia, which had regained control of the Kuril Islands. In 1956, the Soviet Union and Japan signed a joint declaration on ending the state of war and restoring diplomatic ties, and the Soviets temporarily agreed to give up the islands of Habomai and Shikotan to Japan in the event of a peace treaty. However, the peace treaty has not been signed, and Japan has made demands for the restoration of the four Kuril Islands (Habomai, Chicotan, Kunashir, and Iturub) which its northern territories consider to be. (7)

In the context of the Cold War, the United States supported Japan in its conflict with Russia over the islands, and made efforts to prevent the situation from easing between the two countries to resolve the crisis. While the Soviet Union considered that the issue of lands in relations with Japan was resolved in the Second World War. (8)

After the dissolution of the Soviet Union in 1991, Japan recognized that Russia was the legitimate heir of the Soviet Union. (9) By the year 2000, (Vladimir Putin) assumed power in Russia, which adopted a new policy that was more open to Russia's neighboring countries in Asia, he expressed (Putin) With the Japanese Prime Minister (Junichiro Koizumi) in 2005, he expressed his readiness to resolve the land dispute according to the 1956 statement, or rather hand over the islands of Habomai and Shikotan to Japan, but Japan did not agree. In the period from 2002 to 2008, the two countries continued to draw and pull about how to resolve the conflict between them, and this is due to the fact that official statements between the two sides were not encouraging to resolve the conflict on the one hand, and Russian President (Dmitry Medvedev) assumed power in Russia in general 2008, he was not positive on the other hand, in the year 2010, he visited the Kuril Islands, which provoked the official and popular dissatisfaction of Japan, and described the solution to the Kuril Islands issue as impossible. (10) The situation was repeated in 2015, when the Prime Minister (Dmitry Medvedev) visited the Kuril Islands In particular, the island of Iturup, and the Russian government has moved towards strengthening its military capabilities around the Elk Islands Real expressed her eligibility to act on these islands, according to the San Francisco Peace Treaty in 1952, and Russian military exercises on the islands increased in 2016. In January 2016, (Vladimir Putin) met with Prime Minister Shinzo. Abe) to discuss the situation of the islands, but the discussions did not reach a solution. (11)

The second topic: The nature of Russian-Japanese relations and factors of influence

There are factors or reasons that make both countries stick to their positions regarding the Kuril Islands, Russia and Japan, looking differently to the importance of these islands. As far as the matter is related to the Japanese position, it has always been the adherence to the four islands without conceding or negotiating or accepting the abandonment of any of these islands, on the basis of It is areas belonging to Japanese sovereignty and that the Soviet Union seized it illegally from the Japanese point of view, and Japan believes that its claim to restore these islands is related to national identity, and that the abdication of the islands is a abdication of Japanese sovereignty and its position among states. (12) As for the pain The Russian stood, for it was also clear. Russia considers the Kuril Islands to be within the sovereignty areas and is an integral part of their country. Therefore, it adheres to the Kuril Islands for reasons related to the concepts of national honor, and handing over the islands to Japan will be considered a recognition of weakness. So it may make sense that we analyze the conflict between Russia and Japan as a geopolitical struggle, which began in the seventeenth century AD with the expansion of the Russian Empire towards its neighbors. It is also a psychological struggle, as the fact that these historical geopolitical conflicts have created accumulations of feelings of mutual anger and anger between the two countries. It can also be considered a conflict of existence, given that Russia considers it a national, patriotic and sovereign issue that is difficult to concede or abandon, and that successive Japanese governments see it from the end of World War II until today. (13)

The dispute over the Kuril Islands is not just a geographical conflict, but is also related to global geopolitical transformations in the twenty-first century, as both countries aspire to obtain the largest possible degree of status, power and control over the international map in the current century. (14) It has affected many Factors or variables in Russian-Japanese relations and the course of the crisis over the Kuril Islands, including those related to Russia, including those related to Japan, and some that relate to regional and international factors:

First- The economic importance factor of the islands:

The Kuril Islands have a great importance that makes both parties stick to their eligibility. On the economic side, it provides access to one of the most productive fish regions in the world. The waters surrounding the Kuril Islands are among the richest areas for live marine resources marketable. As for the water stations located in these The islands, whose annual value is estimated at one billion dollars, have added more

economic importance to them, and the islands contribute about (45%) of the total fish wealth on Sakhalin Island. (15)

The waters surrounding the Kuril Islands are very important for the economy in North Hokkaido and the Russian Far East. The Kuril Islands include a variety of plants, hot springs, and natural monuments. The Konashir and Eturob Islands were considered destinations for tourists from the Soviet Far East region during the Soviet period, due to Their long and temperate summer, as well as many hot springs that number (160) are included, and given the financial revenues provided by tourism, the islands can be invested as a major tourist attraction, as well as to benefit from the money generated by tourism, besides that they go beyond Mineral resources on the islands include marine hydrocarbon deposits, gold, silver and iron, as well as the rare rhenium metal that is used in electronics, which is an important source of the Russian economy. The islands also provide annual Russian energy needs, although the islands do not have an oil reserve in their interior. Large compared to the rest of the Russian oil regions, which reaches (5-50) tons per square kilometer, but it contains titanium and sulfur minerals and commercial quantities on the sea floor, so the Russian Federation is trying to exploit and develop it. (16)

Second- The strategic and military importance of the islands:

Its strategic importance stems from the fact that it provides access to ice-free sea routes from the Sea of Okhotsk, so these islands control the movements of the Russian fleet in the Pacific located in Vladivostok, and these islands provide the possibility of the Japanese naval launch towards Pearl Harbor in the Gulf of Hitokabo in the port of Iturup. (17)

Russia has a base for its naval fleet in the Kuril Islands, and the establishment in 2016, a point for the concentration of Russian warships on the island of Matua, and rehabilitated the airport there, and deployed very modern coastal missile systems of the type "Pal" on Konashir and the "Bastion" on the island Europe, in addition to a coastal artillery division deployed on the islands in May 2017, the division periodically receives military equipment and new modern weapons, including drones. The missile units stationed on the two islands of the Russian Pacific Fleet are also conducting periodic training exercises, as conducted in May 2017. (18)

Three, the regional impact factor:

There are two important and influencing factors, namely, the growing strength of China and the North Korean nuclear program. China is a pivotal country in the regional and international system and has strong relations with Russia, which poses a strong threat to Japan's standing and Japan's Russian relations, and this importance also applies to North Korea's nuclear program, which is An international and regional threat. (19)

Chinese policy is based on gaining more strength, cooperation with other powers, especially the major powers, to achieve global balance. Today, the Chinese economy represents the second largest economy in the world, and it is also the most developed economy in the world in recent years. It is expected to become the largest economy in the world by 2030, as it possesses advanced nuclear capabilities, ICBMs, satellites and space stations. This allowed the power to shift The Chinese military has developed into a richer, better-equipped and more sophisticated combat force, giving it greater influence in the Asia-Pacific region. (20)

At a time when Russia is concerned with the deterioration of its relations with the West and the conflict in many regions of the world, whether in Ukraine or Georgia or in the Middle East region, specifically with regard to the Syrian crisis, Japan is concerned with the increasing influence of China in the Asia-Pacific region, and is also at risk of continuing North Korea's nuclear program The Japanese concern is embodied in the fact that North Korea's nuclear tests are able to target the security of the countries of the Asia region, especially Japan. North Korea has managed to produce nuclear warheads capable of targeting ports and military bases in Japan. Considering that Japan's strength and North Korea constitute a threat to its national security, it does not see in return in Russia a direct threat to it. (21)

INTERNATIONAL IMPACT FACTOR

It is represented in the largest degree by the United States of America, which is perhaps the most prominent factor affecting Russian-Japanese relations, considering that the United States of America is the most powerful country in the world and competes with Russia in several regions including the Pacific and is also in a strategic alliance with Japan, which constitutes a major impact on Russian relations. Japanese, and NATO expansion to affect relations between Russia and Japan, as well as events in the Middle East, especially in Syria. (22)

Japan and the United States of America have strategic relations through the security treaties and agreements signed between the two countries, such as the San Francisco Treaty in September 1951, which ended the US military occupation and the restoration of sovereignty to Japan, and the United States of America granted military bases throughout the Japanese region such as Okinawa Island. Since the formation of the American-Japanese alliance, the United States of America has exerted a great influence on Japan's relations with other countries, especially Russia, which is the largest rival of the United States of America in the international community. (23) On the other hand, Russia seeks to exploit the issue of the Kuril Islands and economic projects to distance Japan from the influence of influence The United States of America, which means that the differences and disputes between the United States of America and Russia are of negative impact on Russian-Japanese relations. There is also a great difference between Japan and Russia in their view on the role and influence of NATO, as Russia considers the alliance an enemy and a target against it, while Japan sees it as an aid to highlighting its role in the international political arena through mutual assistance and mutual information. (24)

The third topic \ cooperation between the two countries and its impact on the future of the crisis.

Relations between Russia and Japan go along two unequal tracks, a network of cooperation that is slowly expanding in various fields, and a territorial dispute over the Kuril Islands. Cooperation between the two countries takes many forms and at different levels:

First - The Political Field:

There are strong communication relations between the Russian and Japanese parliaments, including mutual visits to Tokyo and Moscow in 2009. During the first term of his presidency of Russia (2000-2004), Vladimir Putin's strategic goal was to integrate Russia into the international community, and to achieve this plan in a region Asia and the Pacific, he decided to amend relations with Tokyo and rely on Japanese funds and technologies to improve the external situation. During his visit in 2000, he proposed a major plan to expand the trans-Siberian railway to Japan and build an energy bridge between the two countries. As a result, a Russian-Japanese action plan was adopted in 2003, aimed at promoting political dialogue, and continuing talks on a peace treaty, economic cooperation and law enforcement. (25)

In an interview given by Russian President (Vladimir Putin) to the Japanese NTV channel on December 13, 2017, he said, "The atmosphere of trust and cooperation between the two countries must be created to serve the improvement of trade and economic relations on the broadest scale." And it is "of great importance to discuss ways of making joint efforts between Russia and Japan towards ensuring international security," he said, "Moscow is concerned about the growing dangers arising from the proliferation of nuclear weapons and missile technology because working on these tracks will create confidence between the two countries." Putin said that Russia and Japan currently lack a solid foundation on which to build bilateral relations in response to their aspirations. He added,

We have not created, and unfortunately, since the revival of diplomatic relations between the two countries in 1956, that is, a firm pillar that allows for building relations that meet our aspirations and are consistent with the requirements of the stage in terms of bilateral cooperation.

Russia and Japan are natural partners in the Far East region and the world as a whole. (26)

As for the Japanese Prime Minister (Shinzo Abe), since his coming to power he adopted a new approach to the conflict by promising greater economic relations, as a motive to facilitate negotiation. In 2016, Russian President Putin received the Japanese Prime Minister (Shinzo Abe) and a delegation of Russian ministers and businessmen in Japan, In order to discuss resolving the conflict besides concluding many commercial deals, many major achievements were achieved at that bilateral summit held in Moscow, notably the agreement of Japan and Russia to increase economic cooperation, and facilitate the access of the former residents to the four Kuril Islands, and the formation of a joint committee To investigate In the possibility of making joint investments on the islands. The Japanese Foreign Minister (Taro Kono) stressed that the only outstanding issue between his country and Russia is still the stalled peace treaty, and that the settlement requires the two sides to be flexible in their thinking.

We may see a Japanese-Russian rapprochement in the political stances towards an international or regional issue, and at the same time we may see dispersal and tension, due to the tensions and pressures that cast shadow on the relations of the two countries. Tension on the Korean peninsula and the Iranian nuclear file constituted a factor of rapprochement between the two countries, as Putin and Shinzo Abe expressed their common concern over the Korean nuclear crisis. On the other hand, the relations between the two countries were cooled due to the Russian occupation of Ukraine's Crimean peninsula.

Second - the economic field:

Russia occupies the fourteenth place among Japan's trading partners, and Russia's share of foreign trade in Japan is about (2.2%), and Japan is ranked eighth among Russia's trading partners, and its share of foreign trade in Russia is about (3.7%), and the volume of trade has increased Between them, they increased by 6.6% in 2016, and amounted to (33.2) billion dollars. (28)

Russia has tremendous energy and many natural resources compared to resource-poor Japan, while Moscow is searching for Japanese technology for development. Tokyo has actively contributed to the development of timber, fishing and shipping industries in Russia, and Japanese small and medium-sized businesses have become joint ventures, and Japanese companies have started Large-scale projects to explore oil and gas resources in Sakhalin. The cooperation in the field of trade between the two countries recorded a remarkable increase. In the year 2008, the value of trade exchange between the two countries reached (30) billion dollars. Japanese exports mostly included machinery, such as cars. As for Russian exports to Japan, it included raw materials, including oil and wood. (29) In 2016, Japan launched an initiative on strengthening Russian-Japanese cooperation in the Far East. Russia is counting on Japan's participation in activating projects in this region. Such as the rehabilitation of coal and iron fields, the modernization of the transit railways in Siberia, the construction of transportation centers, roads, tunnels, bridges and other infrastructure projects. (30)

On the level of mutual investments, relations in the field of investments between Russia and Japan have expanded in recent years. According to statistical information, the total Japanese investments in Russia in 2017 amounted to (1.9) billion dollars. The company "Toyota" is one of the largest and most active companies investing in the Russian economy. In 2007, the company operated a car assembly plant in the suburb of Petersburg. In 2008, Toyota set up a multi-functional complex that includes the office and a spare parts warehouse with investments amounting to $ 120 million. Add to this major investment projects in the energy field on Sakhalin Island, the Japanese cigarette company GT in the city of Petersburg, the investments of the “Asakhi Garasu” company to construct a glass factory in the Nizhny Novgorod region and other investments. (31)

Three - the energy field:

The Russian-Japanese joint projects in the energy field is one of the main elements of the Russian-Japanese relations, as the Japanese natural gas and electric power companies achieved during the era of Prime Minister (Junichiro Koizumi) in 2003, long-term liquid gas missions within the framework of the "Sakhalin 2" project. So new investments were invested in the amount of about (10) billion dollars. (32) Besides that the

Japanese "Japan Pipeline Development Organization" and the Russian "Gazprom" company established the joint institution for the trade of natural gas in the European market. And a project to build a gas pipeline that will extend from Sakhalin Island to the Japanese island of Hokkaido. The line passes both land and marine tracks with a length of (192 km), and the project capacity is (3) billion cubic meters of gas annually. There is also a project to construct an oil pipeline leading to the Pacific coast, and the length of the pipeline (4100 km), and its cost (11) billion dollars, and its capabilities to pass (1.5) million barrels of oil per day. (33)

Fourth: The Technical Scientific Field:

Cooperation in the field of technical scientific exchange between the two countries on the governmental and private tracks makes significant progress. At the government level, within the framework of the agreement signed between the two governments on technical scientific cooperation and the agreement on cooperation in the field of scientific research and the use of the cosmic space for peaceful purposes and other agreements, it can be said that cooperation between The two governments have reached high levels of joint coordination. As for the level of private Japanese companies and Russian scientific studies and research institutions, coordination exists through conducting studies and research on the base of the International Technical Scientific Center, which is headquartered in Moscow. (34)

The third topic / future forward-looking vision

Through some indicators, we can deduce the features of the current and future status of Russian-Japanese relations and their most important issues, the Kuril Islands, which did not lead to any concrete formulas or common points of understanding or conflict resolution. In general, when dealing with the prospects for relations between the two countries in light of the dispute over the Kuril Islands, we can talk about three opposing visions, the first is negative, the second is positive and the third is realistic, we can explain what these visions are and what they support in the following way:

First: negative vision:

This vision assumes an escalation of attitudes between Japan and Russia due to the escalation in the Kuril Islands. If we exclude the armed conflict or any hostilities, these attitudes can lead to the weakening of political and economic relations between them. It will lead to noticeable progress in resolving the dispute over the islands. According to (Sergei Luzyanin), an expert at the Russian Academy of Sciences, Moscow can put pressure on Tokyo to prevent oil and gas flowing into it, especially with the presence of many buyers in South Asia. Which may reach the impact of trade and economic relations. According to (Alexander Banov), the former Russian ambassador to Japan and professor at the Moscow Institute of International Relations (MGIMO University), there is no solid foundation for optimism and hope for the future of Russian-Japanese relations, because there is no need or interest to revitalize bilateral contacts. Russia is ready to return two islands to Japan (Habomai and Shikotan) under Article 9 of the Soviet-Japanese Joint Declaration of 1956, while Japan is committed to recovering the four islands. (35) Therefore, a solution to the islands crisis may not be reached and the peace treaty between the two countries may not be signed. In the short or medium term, thus the trend towards mutual escalation may be more severe than the Japanese side, as it is more affected by the islands remaining under Russian sovereignty. The following data are supported by this scenario or forward-looking vision: -

1. The Kuril Islands are an expansion that is desperately required by millions of Japanese, as well as being a winning political file to win the elections, and the islands are very important because they contain many economic marine resources as well as military and strategic importance. (36)

2. Strengthening Japan's international positions, expanding Japan's independence by demanding the closure of US military bases, and permanent membership of the UN Security Council, and condemning some countries' pursuit of nuclear weapons such as North Korea and Iran. (37)

3. Russia, as a superpower, cannot ignore or ignore Japan's aspirations to be an Asian regional and perhaps global power after that. The Kuril Islands are a strategically and militarily important region for Russia's security, and it is one of the strategic military bases for Russian submarines and fleet, and submitting these lands to Japan could mean undermining Russian national security.

4. That the Japanese security alliance with the United States means that Tokyo is not an independent diplomatic entity, which explains Russian concerns that Washington could place troops on the Kuril Islands if it returns to Japan, and this would lead to an increase in tensions between Russia and the United States. It gets worse if NATO decides to send troops to the islands, which is negatively reflected in the other political crises that are occurring with Russia in Eastern Europe. (38)

5. Another disappointing factor in bilateral relations is that, as a result of US pressure, Japan has joined countries that imposed sanctions on Russia in response to the crisis in Ukraine. This is a clear indication of Tokyo's solidarity with the West, especially with the United States.

6. The Russian government's taking some disturbing measures for the Japanese government: For example, Russia has strengthened its military presence in the Kuril Islands by deploying additional teams of Russian forces over it, and has chosen names for senior generals who are related to Russia's wars with Japan to launch on the Kuril Islands, and the frequent visits of officials to the islands These actions spoil and hinder the development of Japan-Russia relations. (39)

7. There is also doubt about the feasibility of the economic aspect in Russian-Japanese relations, because foreign investors of different nationalities consider Russia an inappropriate place for investment, so even if economic sanctions are lifted, few attractive investment opportunities will be presented, along with the government routine and complicated procedures Investing in them, and the history of the Russian government regarding the confiscation of private companies. (40)

Second: Positive vision:

This forward-looking vision is based on the fact that the facts of the reality confirm an improvement that might occur in order to resolve the crisis of the Kuril Islands, as the meeting in May 2018 between the leaders of the two countries (Vladimir Putin) and (Shinzo Abe) is No. 21, which confirms the depth of relations And continuous coordination. Besides Japan creating a special ministry for economic cooperation with Russia, the two parties agreed to set up a mechanism to expand and strengthen joint economic activities on the islands, as a prelude to resolving the dispute over them, and then signing a permanent peace treaty.

Since the early years of their assumption of the leadership of the two countries (Putin) and (Shinzo Abe), they have developed a strategy based on a national priority to open a new era of bilateral relations, because of the desire of each of them to leave a historical impact for their countries, so (Abe) wants to appear as a leader capable of returning part of the lost lands During World War II, (Putin) hopes to emerge as a political figure capable of resolving regional disputes with most of Russia's neighbors, as has already happened when he reached a compromise in disputes with China and Norway. This is supported by the two leaders enjoying a high level of mutual trust. On several occasions (Abe) addressed the Russian president as a friend, and this was evident during his conversation with US President (Trump) on his visit to the United States in February 2017, in which he (Putin) described the person who He always kept his promises, as (Putin) said of the Japanese Prime Minister that he is a very reliable and honest partner, and that he is ready to reach an agreement on difficult issues. (41)

Therefore, it may be acceptable for Japan's ruling Liberal Democratic Party to reconsider its position on the issue of the Kuril Islands to wait for the recovery of two islands according to the 1956 statement, out of four islands, instead of entering into a stage of negotiating vicious circles with the Russian side whose contract passage only increases by clinging to On the islands where he sees maintenance of his national security. The following data are supported by this scenario or forward-looking vision: -

1. Russia is more flexible and willing to compromise in the territorial dispute over the Kuril Islands, because Putin has shown willingness to return two islands to Japan (Habomai and Shikotan) under Article 9 of the Soviet-Japanese Joint Declaration of 1956, which restored severed diplomatic ties after the World War the second.

2. Russia's need for economic cooperation with Japan to export its energy resources, import advanced technology and develop its eastern provinces. For its part, Japan is interested in building stronger economic ties with Russia, so obtaining Russian energy resources will be of strategic benefit to it.

3. Russia fears that it will become the junior partner of China, given the increasing geopolitical and economic influence of China. So Japan may be a reserve unexploited by Russian foreign policy, because Tokyo can be a good partner for Russia in the Asia Pacific region. This partnership can help Moscow to overcome the technology gap and modernize its economy. This is necessary during the period of low oil prices, given Russia's constant need for raw materials. That is why Russia should be more active in strengthening ties with Japan.

4. Japan fears the formation of a Russian-Chinese partnership, which is already concerned with the increasing influence of China in the Asia Pacific region. Japan regards China's strength as a threat to its national security. Therefore, it is necessary (for Abe) to be friendly with Russia and to maintain positive relations with Moscow. (43)

5. Japan sees the annexation of Crimea to Russia as a precedent, and it evokes a regional dispute with China over the Senkaku Islands in the East China Sea (a row that overshadows its differences with Russia over the Kuril Islands). Japan is seeking US support in the event of a conflict with China. But the problem is that (Shinzo Abe) cannot trust the United States, which is a major economic partner of China. (44)

6. Japan is a powerful energy importer, while European markets have begun to shrink from Russia's natural resources, and China has refused to pay higher prices for natural gas imported from Russia, so Russia's capabilities to provide the infrastructure that enables it to develop natural gas fields in the east have declined. Russian Far and then LNG export. Energy resources are flowing more than ever from the Middle East. All this makes Japan an important market for Russian energy export. (45)

7. Businessmen remain more optimistic about the relations between Russia and Japan. They believe that Russia can provide Japan with various infrastructure projects and technology transfer projects on a solid scientific basis, and economic relations are important and strategic to both countries. (46)

8. Cooperation in the security field, in an attempt to reach a kind of consensus on international security and political issues. Russia's interest in cooperating with Japan on security-related issues is a recent development. The motivation for their security cooperation is the concern of China. Indeed, Russia, as well as Japan, is worried about China and is therefore trying to achieve a more beneficial balance by continuing to improve its relations in the Asia Pacific region with Japan, Vietnam and the United States. (47)

9. The real intentions of Russian President (Putin) towards resolving the islands crisis with Japan. At the summit meeting between (Shinzo Abe) and (Putin) in April 2018, the two leaders issued a joint statement on developing the bilateral partnership and agreed to reactivate and accelerate negotiations on the peace treaty between the two countries. (48)

Third - realistic vision:

This forward-looking vision is based on the fact that the facts of reality tend to stay at the zero point and freeze the issue, and this possibility or scenario appears more realistic and more likely to occur than the possibility that says that the ruling party in Japan may be satisfied with obtaining only two out of four islands, because the position This party appears radical in the case of the Kuril Islands, as it clings to the four islands. (49)

It can be said that despite the improvement of diplomatic and economic relations between Moscow and Tokyo, the issue of abandoning and handing over islands is highly doubtful, and it is difficult for Japan to abandon its demands on the four islands, but it is also not expected that a dispute will arise between the two countries on the islands, All that could happen is for the islands to become a common investment area, while giving Japanese citizens free access to them. (50)

CONCLUSION

At a time when Russia has drawn its borders with China and arranged its borders with countries that separated from the former Soviet Union, Russia has not issued anything that reassures Japan that the settlement of the issue of the Kuril Islands is coming in the near horizon. This is the main challenge for Russian-Japanese relations, as it has overcome Russia directs its awareness that Japan is one of the former Soviet goals in Asian politics and is the normalization of relations with Japan because it is the most appropriate nation to provide Russia with the funds and technical knowledge that Russia needs to improve its economic position in the Russian Far East and other Russian regions. However, Russia must realize that this cannot be done without making concessions on the issue of the Kuril Islands.

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The Impact of Fishbone Strategy in the Achievement of Chemistry and Visual Thinking Among the Seven Grade Students

El impacto de la estrategia de la espina de pescado en la aprobación de química y el pensamiento visual entre los estudiantes de séptimo grado

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ABSTRACT

The current research aims to know the effect of fishbone strategy on achievement of chemistry and visual thinking among middle school students, the research sample consisted of 89 students divided into two experimental groups consisting of 44 students who studied fishbone strategy, and a control group that consisted of 45. A student studied in the usual way; the two groups were rewarded in a number of variables, and the researcher built two tools for the research: the first is an achievement test consisting in 30 paragraphs, and the second is a visual thinking test consisting in 18 paragraphs.

Keywords: Chemistry, fishbone, seven grade, students, visual thinking.

RESUMEN

La investigación actual apunta a conocer el efecto de la estrategia de espina de pescado en la aprobación de química y el pensamiento visual entre los estudiantes de media básica, La muestra de investigación consistió en 89 estudiantes divididos en dos grupos experimentales que constaron de 44 estudiantes que estudiaron la estrategia de espina de pescado y un grupo de control que consistió en 45. Un estudiante trabajó de la manera habitual, y los dos grupos fueron recompensados en una serie de variables; el investigador construyó dos herramientas para la investigación: la primera es una prueba de rendimiento que consta de 30 párrafos, y la segunda es una prueba de pensamiento visual que consta de 18 párrafos.

Palabras clave: Espina de pescado, estudiantes, pensamiento visual, química, séptimo grado.

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INTRODUCTION

The school is the tool that education depends on in achieving its goals. Modern education seeks to provide a rich environment in order to form the human personality of students and raise the level of quality of education and attention in improving the academic achievement of our students through developing their mental capabilities. But the widespread adoption of the usual method of teaching has led to a decrease in visual thinking in particular, and the researcher believes that the modern strategy is necessary from In order to raise the level of achievement and visual thinking among students, and based on the foregoing, the research problem can be determined by the following question: (What is the effect of fishbone strategy on the achievement of chemistry and visual thinking among middle school students)?

Teaching science in general and chemistry in particular is an urgent need in light of the great technological and cognitive progress witnessed at the present time, and the men of education have paid attention to teaching methods and strategies, their models and their improvement in a way that is compatible with modern scientific and educational theories and in line with the great technological and cognitive progress (Hariri, 2011, p.314)

Interest has increased in how to teach students by using strategies that focus on meaning and quality instead of filling in the mind with a huge amount of knowledge that results in educational wastage in different stages of education (Al-Huwaidi, 2005, p.225). She has confirmed many studies and research in methods and ask. Teaching reveals its effectiveness in improving student achievement and developing many skills and types of thinking, and the modern era calls for keeping abreast of what is new in teaching methods and strategies, especially those that meet the needs of students and the requirements of the educational process (Ahmed, Majed, 2018, p.279). Several studies have confirmed In teaching methods to its effectiveness in improving and attaining students and in developing many types of thinking (Abdul-Saheb, Suzan 2014, p.116), the researcher thus outlines the importance of her research with the following: -

1- Adopting a relatively recent strategy that relies on active learning.

2- The research provides information about fishbone strategy and the importance of using it in providing visual thinking.

3- The authors of the curriculum benefit from benefiting from the research results, including the content of chemistry for the intermediate stage, positions that make the learner active and a positive participant.

The research aims to identify:

1. The effect of fishbone strategy on achieving chemistry among middle school students
2. The effect of fishbone strategy on visual thinking among middle school students.

Hypotheses

1- There are no statistically significant differences at the level (0,05) between the average score of the academic achievement test for chemistry between students of the experimental group that studied according to fishbone strategy and the average score of female students of the control group that studied according to the usual method.

2- There are no statistically significant differences at the level (0,05) between the average degrees of the post-visual thinking test for the chemistry subject among the students of the experimental group that studied according to the fish bone strategy and the average score of the students of the control group that were studied according to the usual method.

Limits

1. Middle middle school students for day and middle schools in Baghdad / Karkh second education
2. The first semester of the academic year 2018-2019
3. Chapters 2, 3, and 4 (atoms, elements, and compounds, the composition and classes of elements, chemical reactions and their expression) from the book of science, third edition of the academic year 2018 CE.

Defining terms

(A) Fishbone strategy: Define it (Al-Bawi & Thani, 2016) as: -

> One of the planning organizations that can be used to help students organize knowledge in their cognitive structure. They represent planned networks or illustrative graphics that are used to show the relationship between the main concepts and sub-concepts. (Al-Bawi and Thani, 2016, p.109)

Procedural definition: A set of educational procedures that focus on classifying the topic into a main concept and sub-concepts using the scheme of a final shape similar to the fish's bones in which the fish head represents the main concept and each sub-bone represents the sub-concepts.

(B) Visual thinking: he defined it (Afaneh, 2001) as: -

> A mental ability related to the sensory-visual aspect, which occurs as a result of the mutual coordination of the forms and drawings that the learner sees, and the connection of old and modern information as a result of mental processes accustomed to the vision and the displayed drawing (Afaneh, 2001, p.24)

Procedural definition: It is a set of mental processes related to the sensory-visual side, and it is measured procedurally to the degree that students obtain in the visual thinking test prepared by the researcher for this purpose.

Theoretical background

The first axis: fishbone strategy:

This strategy is one of the planning organizations that can be used to help students in organizing knowledge in the cognitive systems and is an application of the Ozil theory in meaningful education (Al-Bawi wa-Thani 2016, p.109). This strategy is called in several names, including ((Ishikaawa Diagram or cause-and-effect diagram), and was developed by the Japanese scientist (Karu Ishikawa), who is one of the first Japanese pioneers in the field of quality (Lavi, 2016, p.14). The reason for calling it with this name is that the final form this scheme is similar to fish bones after removing meat. The fish head represents the main problem and every sub bone of the spine and represents the sub-elements of this problem (Babiyeh and Muhammad, 2014, p.145). Al-Dibsi states that this strategy is one of the modern learning strategies centered on the student and provides a tendency to work Active very seriously as a result of understanding how in which the content is handled (Al-Dabsi, 2012, p.245)

Fishbone strategic steps: -

1- Defining the problem to be studied accurately, and the problem is fixed to the head of the fish bone diagram.

2- The main causes are fixed on both sides of the scheme, and it is preferable to draw arrows for those main reasons and sub-shares that indicate the sub-causes for each major cause.

3- Applying the ideas that were generated according to the main causes filtering and stopping at every reason and question, what causes this reason? Then the answer is recorded as branches of these main causes and they are called the sub-causes (Ambo Saeed et al., 2016, p.535) and (Al-Bawi and Thani, 2016, p.110-111).

The second axis: visual thinking: -

Thinking is a mysterious concept that we cannot touch or see, for a person is born with the mind of a mind machine, which is the mind (Yusef and Mahd, 2016, p.137). The thinking process is distinguished as a human process and the process of learning and developing requires distinguished efforts from many parties in different stages of life, which are related to the genetic aspects and the environment in terms of different fields: physical, social, cultural and civilization.

Thinking is a topic that is directly related to the lives of individuals and societies, and it helps to help individuals adapt to the surrounding environment and works to keep societies, their growth and development (Khalil, 2007, p.111).

Visual thinking

Today we live in a society full of visual messages, from printed visual messages to picture messages, and the experience that a person acquires is a visual experience starting from the pictures he sees on TV, and ending with the imaginary image he imagines inside his human mind.

Both (Ammar and Najwan, 2010) define it as a system of operations that translates the individual's ability to read the visual form, convert the visual language that that form carries into verbal (written or spoken) and extract information from it (Ammar and Najwan, 2010, p.21).

The importance of visual thinking

Its importance in the educational process is due to achieving the following benefits:

1- Developing the visual language skills of students.

2- Helping students to create new images and mental imaginations

3- Developing the ability to solve problems by defining visual concepts.

4- Helping students to understand, organize and synthesize information in school subjects, and help them to innovate and produce ideas.

5- Developing the ability to understand the secret messages surrounding the educational process members from each side as a result of scientific and technological progress

(Ammar Longwan, 28, p.2010)

Which provided the visual thinking of the main requirements for teaching science in general and chemistry in particular, because of the vital role it plays in helping students understand specific scientific concepts.

Previous studies

1) (Abu Adhera, 2015) study: The study aimed to identify the effect of using the fishbone strategy in teaching science in developing creative thinking skills for sixth-graders primary students in Taif Governorate, the study was conducted in Saudi Arabia, and the study sample consisted of (45) female students Primary Sixth Grade Primary. Distributed to two experimental groups that included (23) female students studied using the fish bone strategy and (22) female students within the control group studied in the usual way, and in light of the results the researcher found that there were statistically significant differences in developing creative thinking skills for the experimental group that studied the fishbone strategy. (Abu Adhera, 2015, p.293).

2) 1) Study (Hassan and Safaa, 2017): The study aimed to identify the effect of using the fishbone strategy in the achievement of students of the Department of Family Education and Technical Professions with the course of teaching methods, the study was conducted in Iraq, the sample consisted of (61) male and female students divided into two experimental groups It included (30) male and female students who studied using the fishbone strategy and (31) male and female students within the control group who studied in the usual way. The results showed that there were statistically significant differences in favor of the experimental group in the collection of teaching methods subject to the expense of the group studied in the usual way. (Hassan and Safaa, 2017, p.674).

3) (Saleh, 2017) study: It aimed to identify the effectiveness of the strategy of imagining the guide in developing visual thinking skills for eighth grade primary school students in science, the study was conducted in Yemen, the study sample consisted of (62) female students divided into two experimental groups that included (32) female students They studied using the fishbone strategy and (30) female students within the control were studied in the usual way. In light of the results, the researcher concluded that there are statistically significant differences in developing visual thinking skills for the group that studied the guided imagination strategy. (Saleh, 2017, p.54)

Procedures

First: experimental design

Experimental design means: planning the conditions and factors surrounding the phenomenon that we study in a specific way and observing what is happening, it is a plan and a work program for how to implement the experiment (Anwar and Adnan, 2007, 487). The experimental design with partial tuning and the experimental and control groups were chosen. As shown in chart (1):

Schem (1)

Experimental design of research

Post-test	Dependent variable	Independent variable	Valence	the group
Achievement test	Achievement	Fishbone strategy	Age, Intelligence, Science Test Previous Information	Experimental
		The usual way		Control

Second: The research community and its sample:

The research population was identified from the first intermediate class students of secondary schools affiliated to the Directorate of Education in the Baghdad / Karkh second governorate for the academic year (2018-2019). Asma Girls High School was intentionally chosen to represent the research sample, due to the availability of the appropriate educational environment and the approval of the administration to conduct the experiment and the cooperation of the six-year school (Rehab Ghaleb Hammouda) in teaching the subject. The research sample consisted of two (89) female students. The random selection was done by Division (B) to represent the experimental group, and (A) to represent the control group. No female student was excluded because there were no repeaters or repeaters, and accordingly, the final number of the research sample remained (89) students, by (44) students for the experimental group and (45) students for the control group as shown in Table (1).

Table (1) Distribution students of research sample in two groups

No	Groups	Number
1	Experimental group	44
2	Control group	45
	Total	89

Third: Equalization of groups

The two groups were rewarded with variables of intelligence, chronological age, and previous information for the sixth grade of primary school.

External safety design

It means that the change in the dependent variable is due to the independent variable and not to another reason, and internal safety is achieved when the researcher makes sure that the foreign factors that compete

with the independent variable have been set in the experiment if it did not affect the dependent variable except the effect that the independent variable actually did (Muhammad, 2011, p.35).

Exotic variables that may affect the results of the current research, such as the academic subject, have been identified, as the science book has been identified for the first intermediate grade (first part) for the two research groups and the presentation of the study subject according to the appropriate teaching plans for each group and within a specified number of classes for each group and according to the school schedule, and the time period.

The period of application of the experiment was equal between the two research groups, which included the first semester of the academic year (2018-2019), and experimental extinction (wastage): it is the loss of some members of the research sample during the training period. (Melhem, 2000, p.363), and during the application of the experiment, there was no interruption or loss for some students between the two research groups. The physical conditions are the external characteristics and influences of the place where the experiment is being conducted from lighting, ventilation, and noise that affect the studied behavioral patterns or variables related to the research (Anwar and Adnan, 2008, 221). To adjust the external influences that may affect the variables related to the experiment, the classrooms were chosen for students The two research groups have similar conditions in terms of lighting, ventilation, fixtures, and research tools, as the research tools were applied to the two research groups simultaneously.

Fourth: Research supplies

1- Scientific subject: - The scientific subject that will be taught in the first semester of the academic year (2018-2019) was defined and included the second, third and fourth semesters of the science textbook for the first intermediate grade I 3 / for the year 2018.

2- Formulating behavioral goals: - After reviewing the objectives of the article and analyzing the chapters (second, third and fourth), (110) behavioral purposes were distributed on three levels of Bloom (remembering, assimilation, application) and behavioral purposes were presented to a number of specialists in the field of teaching methods .

3- Preparing teaching plans: - The researcher prepared two types of experimental and control plans, and presented a sample of these plans to a group of specialists and found some minor modifications to them.

Fifth: Research tools:

Achievement test: - One of the research requirements is the preparation of an achievement test to measure the academic achievement of a sample in the science subject (chemistry part). Leave any paragraph unanswered because it will be considered wrong and the final achievement test has been prepared by preparing the test map (specifications table) table (2) shows that

Table (2): Achievement Test Specifications Table

items	**Level of goals**			**Weight ratio %**	**No. of papers**	**the classroom**
%100	Application %22	Comprehension % 38	remember %40			
	No. of items					
14	2	5	7	39	17	**The second**
7	1	2	4	27	12	**the third**
9	2	3	4	34	15	**the fourth**
30	5	10	15	100	44	**Total**

The sincerity of the achievement test: The researcher relied on the opinions of the arbitrators and their opinions were taken in order to amend the paragraphs, and accordingly, this test is considered an apparent sincerity, in addition to the application of the content sincerity because the researcher used the table of

specifications to set up paragraphs and thus achieved the truthfulness of the content, because it is through him that he is forced The researcher is to distribute the questions of the subject with its various parts to all goals (Rawashdeh et al. 2000, p.12).

Statistical analysis of the achievement test paragraphs: - The test was applied to an exploratory sample of the average first female students whose number reached (30 female students) and after correcting the answers, the female students 'grades were arranged in descending order, and they were divided into two groups (15) the higher degree and (15) the lower level to find the ease and difficulty that ranged from what Between (0.73 - 0.32), the distinction between (0.68 - 0.40), and the coefficient of stability that adopted the retest method, it reached (0.87), and the average response time of all students was 60 minutes.

Visual Thinking Test: The researcher has prepared a test consisting of (18) paragraphs of a multi-type test, and the researcher was keen on formulating paragraphs in an easy language that suits the ages of students but requires focus and thinking, and I knew with the definition of Al-Basri on a number of specialists in teaching methods and psychology And they agreed to the test items with some minor modifications, and thus the apparent validity of the test was found.

Statistical analysis of the visual thinking test: The researcher applied the test to an exploratory group consisting of (20) students from another medium without the research sample and after the correction and arranged in descending order and divided it into two parts to represent the upper and lower group and find the difficulty coefficients ranged between (0.75-0.50) and adopted the difficulty criterion between (0.80-0.20) (Al Nabhan, 2004, p.240). Discrimination coefficients were greater than (0.27) and this number is considered acceptable (Al-Zahir and others, 1999, p.13).

Stability of the test: The test was repeated on the same group of female students after the passage of (14) days of the experiment, and the stability factor was (0.80) and thus the final test consisted of (18) paragraphs, given one degree for the correct answer, and zero the wrong answer, and the time for the test (30) a minute calculates the average response time for female students.

Statistical means: A number of statistical methods were used in the research, including the K-test, the Pearson correlation coefficient, the difficulty, ease, and discrimination factor and the T-test for two independent samples, as follows:

1. Chi-square equation: used to find parental achievement of parents, as well as to find honesty of behavioral goals, achievement test and test of visual thinking skills.

It represents: X2 = the square of Kay, E = the expected frequencies, O = the observed frequencies

2. T-test of two independent two-tiered samples: used to calculate parity between the experimental and control groups in some variables, as well as to test the first and second zero hypotheses.

$$t = \frac{\overline{x}_1 - \overline{x}_2}{\sqrt{\frac{(n_1 - 1)s_1^2 + (n_2 - 1)s_2^2}{n_1 + n_2 - 2}\left(\frac{1}{n_1} + \frac{1}{n_2}\right)}}$$

3. Paragraph difficulty factor equation: It was used to calculate the difficulty factor for the objective paragraphs of the achievement test and the visual thinking skills test.

4. Paragraph discrimination factor equation: It was used to calculate the discriminatory power of the objective paragraphs of the achievement test and the visual thinking skills test

$$\frac{na+nd}{n} = \text{Difficulty factor}$$

5..Pearson correlation coefficient: used to calculate stability for the scale of mind habits.

$$r = \frac{n\ mg\ \ cs-(mg\ \ s)(mg\ \ c)}{\sqrt{[N-Mg^{2}-(Mg-S)^{2}]\ [N-Mg-P^{2}-(Mg-P)]}}$$

(Al-Kubaisi, 2010, p.118), (Chalakah, 2019, p.504), and (Ahmed and Muhammad, 2019, p.1).
Presentation and interpretation of results

RESULTS

1- Verify the first zero hypothesis which states that:
There is no statistically significant difference at the level of significance (0.05) between the average score of the academic achievement test for chemistry among female students of the experimental group that was studied according to the fish bone strategy and the average score of female students of the control group that studied the way the usual.

To validate the hypothesis, the mean and standard deviation of the raw scores for the students of both groups in the achievement test were calculated. By adopting the T-test for two unequal independent samples, the calculated T value was found, Table (3). As illustrated in Table (3). That the difference is statistically significant at the level (0.05) and thus rejects the first zero hypothesis and accepts the alternative, that is, the effect of the fish bone strategy on the achievement of the experimental group students.

Table (3) T-test results of two independent samples for two groups in the achievement test

Groups	Students Nu.	mean	variance	The degree of freedom	T-test	Statistical significance at the level (0.05)	
Experimental	44	26.78	5.65	43	Calculated	tabular	significant
Control	45	29.82	5.71		9.375	2	

2- Verify the second null hypothesis which states that:
There is no statistically significant difference at the level of significance (0.05) between the average scores of the post-visual thinking test for chemistry between students of the experimental group that were studied according to the fish bone strategy and the average scores of students of the control group that were studied according to the usual method.

To verify the hypothesis, the researcher used the T-test for two unequal independent samples. The calculated T-value was found in Table (4). It is clear from Table (4) that the difference D is statistically at the level of significance (0.05) and thus rejects the Zero hypothesis T and accepts the delusion, that is, there is a trace of fish bone strategy in the visual thinking of students of the experimental group.

Table (4) Calculated and tabulated T value and statistical significance of the experimental and control groups in mind habits

groups	Students Number	mean	variance	The degree of freedom	T- test		Statistical significance at the level (0.05)
					Calculated	tabular	
Experimental	44	25.62	5.21	43	7.347	2	Significant
Control	45	28.75	5.65				

Interpretation of the results:

The results of the research showed the superiority of the experimental group students who studied according to the fish bone strategy over the control group students who studied according to the usual method of achievement and visual thinking. This could be due to the following:

1- Taking into account the fishbone strategy, the individual differences between female students, which led to learning a positive impact and has a meaning for them.

2- Fishbone strategy stimulated female students to discuss and promote team work and exchange information and ideas between them, which helped develop their visual thinking.

3- The fishbone strategy has contributed to the development of female students 'visual thinking, and this result is logical, because the strategy and the procedures, principles, and plans that depend on it are an overstated method in developing thinking in general and visual in particular

4- The strategy emphasizes making the learner a focus of the educational process.

CONCLUSIONS

From the above, the researcher concludes the effect of the fishbone strategy in teaching, as this led to the effective impact in raising the academic achievement of first-year middle school students and visual thinking.

Adopting the fishbone strategy, which is one of the active learning strategies in teaching science in general and chemistry in particular.

Inclusion of the fishbone strategy, within the vocabulary of the curriculum methodology of teaching colleges.

Adopting the fishbone strategy in teaching chemistry to different levels of study because of its apparent effect in raising the level of academic achievement and visual thinking.

Carrying out similar studies on the subject of fishbone strategy in other study stages.

A study of a proposed effect of developing visual thinking.

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Manifestations of Globalization in International Television. Advertising Analytical Study of Ads in MBC1 Channel for the Period from 1/1/2019 TO 31/3/2019

Manifestaciones de globalización en publicidad televisiva internacional. Estudio analítico de anuncios en el canal MBC1 para el período del 1/1/2019 al 31/3/2019

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ABSTRACT

The research aims to provide accurate scientific perceptions on the nature of the role played by the declaration as a means of globalization implement its entitlements and transmit information to the public. The researcher adopted the survey methodology to study the subject of globalization in the international TV advertising through MBC1 channel. It is concluded that the channel, through broadcasting advertisements that promote foreign goods and commodities, has contributed to the consolidation of ways and lifestyles by showing foreign products consumed by foreigners to achieve the desire of the Arab public to reincarnate in foreign life.

Keywords: Ads, globalization, international advertising, international television, MBC1.

RESUMEN

La investigación tiene como objetivo proporcionar percepciones científicas precisas sobre la naturaleza del papel desempeñado por la declaración como un medio de globalización, implementar sus derechos y transmitir información al público. El investigador adoptó la metodología de la encuesta para estudiar el tema de la publicidad en la globalización televisiva internacional a través del canal MBC1. Se concluyó que el canal, a través de la transmisión de anuncios que promueven bienes y productos extranjeros, ha contribuido a la consolidación de formas y estilos de vida al mostrar productos extranjeros consumidos por extranjeros para lograr el deseo del público árabe de reencarnar la vida extranjera.

Palabras clave: Anuncios, globalización, MBC1, publicidad internacional, televisión internacional.

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INTRODUCTION

The great advancement of technology and modern technologies in our world today is reflected in various sectors, especially advertising, which has been fortunate in terms of benefiting from this development, as the design and production of advertising has become one of the most prominent reasons to attract the recipient and pay to buy, and in order to achieve the goal of advertising. It must be shed light on the most important global manifestations and the resulting culture of confusion, food, lotions and others, as it is necessary for advertising manufacturers to keep pace with the evolution in dealing with topics and employ technological development to achieve the goal of winning the largest possible number of customers, especially with the availability of a large number of means of presentation of these advertisements. The new media has become at the forefront of the media in terms of the prevalence and use, which provides the owners of those ads great opportunities to influence the audience.

While advertising as a communication activity affects the promotion of goods, services and ideas, it contributes in practice to the dissemination of new values and trends and changes people's habits and tastes. When a society receives advertisements prepared by institutions active in countries with a culture other than the target audience, it must and take into account that advertising carries with it the values of its culture, and may be an effective factor in social change, and therefore can be used advertising to spread globalization, which seeks to achieve its goals in controlling the global market and extend its influence globally.

Institutions based on the production and marketing of advertising has taken the lead in the implementation of agendas beyond the issue of marketing the product, as it became one of the tools to pass the various types of messages behind the goals and objectives beyond the process of commercial marketing, and not lose sight of making profits for the advertisers by helping them On the promotion of goods, among these goals is the process of marketing the manifestations of globalization through advertising in various media, especially television, summarized the researcher problem of research in the following key question:

What are the manifestations of globalization in the international TV commercial on MBC1?

The importance of research comes from the nature of the phenomenon being studied and its importance to society, as well as its scientific value, as well as what it can achieve the benefit of science and knowledge, and the importance of this research lies in several aspects, including:

1. This research is an important addition to the society to reveal the objectives and endeavors of large companies in the dissemination of globalization.

2. It represents an addition to scientific research being one of the topics highlighted for the first time.

The research aims to achieve the following:

1. Disclose the most important advertisements presented by MBC1 satellite channel in the context of its daily programs.

2. Identify the most prominent aspects of globalization in the contents of the ads shown on the satellite channel MBC1.

3. Stand on how companies employ advertisers of well-known personalities in the world to communicate the advertising idea to the recipient.

METHODOLOGY

The researcher used the survey method and the content analysis method because it is considered an important tool in the quantitative and qualitative study of the content of any communication means.The content analysis form was prepared which includes the main categories of advertisements for the manifestations of globalization to be analyzed.

Limits:

1. Spatial domain: represented in the advertising material within MBC1 daily programs.

2. Temporal field: Defined in the period from 1/1/2019 to 31/3/2019 field.

3. Thematic area: Announcements broadcast by MBC1 during the period from 7:00 to 10:00 pm daily as the peak period.

The research community is represented by a group of people or objects to be studied, in order to describe or identify their general characteristics, or to identify the relationship between its components, so these communities vary in size, and because the study of the entire community is sometimes expensive or impossible, so we resort to the sample that Representing the entire study community.

The research sample consisted of advertisements broadcasting in the evening (from 7:00 to 10:00 pm) on MBC1 channel, which is the period between 1/1/2019 to 31/3/2019, which means that the total hours in this period amounted to (270) The total intervals reached (360) advertising intervals during the mentioned period. The researcher relied on the regular random sample.

The researcher used, within the framework of his methodological procedures, to produce accurate results and judgments.

1. Observation: The researcher used the observation tool to follow and watch the ads on MBC1 channel, in order to determine the type of ads and the most important methods used in the presentation of advertising material, as well as to identify the celebrities who participated in the filming of these ads, by recording all these indicators and classified in the form of main units and categories Subclass within the analysis form.

2. Content Analysis Form: The researcher used the content analysis form in order to examine and analyze the content of the advertisements in MBC1 channel, at the level of form and content in order to achieve the research objectives, as follows:

Ninth: Definition of Terms:

Globalization: a new scientific philosophy, a system of relations, work and new interests in its connotations, goals and means.

Advertising: That paid form of non-personal messages that are broadcast through various means of mass communication.

International TV: It is the means by which to provide audiences in other countries with information and news in order to influence those audiences and convince them of the advertising message.

LITERATURE REVIEW

Concept of globalization

Globalization is the evolution of human life from the life of the individual living in the context of the local and national environment to the life of the individual living in the context of a global environment and this development did not come from a vacuum, but is the result of decades of repercussions of the information and communication revolution, but by the end of the twentieth century For more than two decades, the term globalization has been controversial in academic, political, cultural, global and other circles, from defining the concept to defining globalization's manifestations and dimensions, the nature of the forces driving them, as well as monitoring and analyzing their impact and implications. The positive and negative existing and potential states and communities, have been promoted by the Americans intensely, promised that a new global system that seeks to promote freedom, democracy and happiness, and reshape the states and communities to make them more suitable with the development that took place in humanity (1).

The various aspects produced by this phenomenon, and intervened clearly in the economic, political, social, cultural and behavior of members of society, without much regard for the political borders of sovereign states, or belonging to a specific country or a particular country, and thus the outputs of globalization pave the way for the total abolition of national and civilization In this light, globalization has been defined as: “a new

world order based on the electronic mind, the information revolution based on information and unlimited technical creativity, without regard to the systems and cultures of civilizations, values and geographical and political boundaries. J World "(2).

It has also been defined as giving the universal character a thing (3), and globalization as seen by many thinkers and writers is the domination and predominance of a culture of cultures over all cultures in the world (4).

Dimensions of globalization

For the penetration and globalization of globalization in all walks of life, here we briefly touch on its economic, political and cultural dimensions. This is because they are all related to the communication and media dimension, which we will address in more detail, as these three dimensions use modern media and communications, especially satellite TV channels, as an essential means to find their way to penetration and application.

Economic dimension

It is the most prominent dimension of globalization, as the concept of globalization is enshrined in an economic agreement, the General Agreement for Trade and Tariffs (GATT), which began negotiations of international trade liberalization after the Second World War and the establishment of the United Nations. These negotiations, due to conflicting interests, and differences of opinion, when it stalled, it was seen that an interim agreement was concluded until the negotiations were concluded. That's a And the Third World Islamic Countries (5).

Second: the political dimension:

The economic protection that foreign companies find within countries reflects on the political system of these countries, which leads to a reduction in the role of the state before those companies, which move with the support and support of international laws, and then foreign countries intervene to protect their companies. This is most pronounced in developing countries, where democracy, public freedoms, and media freedom are spoken. It is followed by talk about the laws and regulations of the state towards minorities, human rights, terrorism, and others which result in political objectives and dimensions due to economic agreements.

Third. Cultural dimension:

Globalization in the cultural sphere is aimed at humanizing the Western style, in accordance with its tradition and behavior. This is most evident in the activities of Western institutions in developing countries, for example by the USAID, Australian Aid, and Canada Canada. Denmark, Finland, Norway, Sweden, Sweden, and others provide funding for women's NGOs in third world countries, taking advantage of the scarcity of resources, indicating the exploitative trend of these institutions.

Among the implications of globalization on the cultural side were what was evident at United Nations conferences, such as the United Nations Population Conference held in Cairo in 1992 and the Human Rights Conference held in Vienna in 1993, which revealed the predominance of Western cultural norms.

It is clear that the decisions of such conferences and the activities of Western funding institutions reflect a real reflection of the concept of globalization in its cultural dimension.

International TV advertising

First: Advertising Concept:

In the tongue of Arabs, the declaration means (manifest), in what Boutros Boustany sees as (show and publish) (9), while the great dictionary defines the declaration as a set of means used to identify a facility (10).

In terms of statistical meaning, "the art of definition or the art of enticing people or individuals and directing their behavior in a certain way" (11), the American Marketing Association defines advertising as "a paid form of presentation, definition and promotion of the person's ideas, goods and services by a known source." 12).

It is also defined as “a structured administrative activity that uses innovative methods of communication design.

Second: Objectives of the International Declaration

Most of the advertising objectives are to promote a particular commodity or brand in a competitive position, and advertising is often used to increase sales, but the huge technological development is no longer confined to advertising in this aspect only and has become used for several purposes, such as stimulating sales among different social classes Building the highest studies and systematic research Also, the building of the integrated mental image, as well as constructive expectations to give social value to the material products of the institution, in addition to that advertising has become a key element in the campaigns of government media and social responsibility campaigns in what is known as social advertising The Declaration then seeks to differentiate its objectives to stimulate the recipient and motivate to search for more information and knowledge about the commodity, service or idea advertised to do the targeted behavior (14).

Third. Types of advertising geographically (15):

1. Local Declaration: A declaration that is published within a specific geographical area such as a governorate or state.

2. National Declaration: A declaration that is published within a larger and wider geographical area throughout the country.

3. International Declaration: A declaration that is published within a wider geographical area than the national declaration such as advertisements focusing on the Arab region, for example, where satellite channels are used.

Fourthly. Types of grooming (16):

1. Emotional grooming: It is all that pulls the viewer emotionally, whether it is crying, joy, sadness, laughter or any emotional feeling, often without any advertisement.

2. Grooming Mental: depends primarily on convincing the viewer mentally such as giving ratios and figures and facts.

3. Evidence and witnesses: the use of evidence and people who used the product.

4. Specialists: The use of specialists in the same field of product such as toothpaste ads.

A declaration usually adopts multiple methods of influence, and Frye has defined it as follows: 17

A. Logical: It is what appeals to the mind, and directed to the idea, and is based on the reasoning in persuasion, and has a long-term impact.

B. Emotional: It is an appeal to the emotional side of man and is designed to influence the emotions more than the impact on the mind and thought.

T. Selective: It is an appeal that urges the individual or group to select a particular variety of choices.

D. Initial: An appeal urging an individual to purchase one specific species.

Fifth. The effectiveness of the use of celebrities in the field of advertising:

Celebrity advertising is a type of certificate declaration that consists of three types: experts, laypersons, and celebrities. Experts are individuals who are perceived by the general public as having a broad knowledge of a particular field, and are chosen to advertise because of this experience. They are selected for their proximity or relevance to the quality of the target audience or advertised product in order to convey a specific message about the product.

Many companies use celebrities in their advertising to promote their products and brands despite their high cost. Their fame will attract attention to the product advertised, especially in light of the crowding of advertising in various media, secondly, celebrities have great effectiveness in drawing a mental image of the products, especially in the stage of presentation to the market or in redrawing the image of an existing product Act. (Margin) Repeat the previous source

The strategic effectiveness of using celebrities to make the consumer remember the ad is achieved.Most consumers when exposed to advertising messages are not ready to actually buy the product so it is important to make the information for this product stored in their memories so that the situation is ready to buy so that

the information that was announced, The strategy of using celebrities is one of the most successful ways to achieve this goal. (Margin) Repeat the previous source.

PRACTICAL FRAMEWORK OF RESEARCH

Content Analysis Modules

The researcher used a number of units of analysis, in order to determine the nature of the units used in the ads broadcast by MBC1 channel, which are as follows:

1. The natural unit of the advertising material: It was represented by the vocabulary of the advertisements displayed within the programs of the MBC channel during the period from seven to ten pm.

2. Subject Unit: The researcher used this module in order to detect advertising topics that are used to promote goods and services during the programs of MBC1 channel and reflected through the manifestations of globalization.

3. Character Module: This module was used to reveal the characters who represented roles in the advertisement.

4. Unit of time: It was used to measure the time spent on television advertising according to the product or service displayed on the study channel.

Analysis Categories

The categories of analysis were divided into categories of form and content as follows:

1. Categories of content:

A. Topic Category: These are all advertisements that appear from 7-10pm on MBC1 depending on the topic you covered.

B. Unity of Linguistic Methods: means the approximation of the meaning to reflect the viewpoint of the communicator as (semantics, formulas do preference, realization, citation sources).

T. Character category: Means known personalities that participated in the ads.

D. Music category: means the phonetic symbols used to imply certain meanings such as (music depicting the general atmosphere, alternative music for real sound, music to explain meanings).

2. Special categories:

A. Time category: means the time allocated to the advertising interval during the program hour subject of the study

B. The category of dramatic or artistic style: means the dramatic or artistic forms used in the content of the declaration.

T. Personal phenomena: means cities, buildings, cars or any person who appears during the announcement.

D. Color Classification: It is intended for visual symbols that accompanied the filming of the advertisement.

Procedures and results of content analysis

1: Content Categories:

a. MBC1 Advertising Topics Category:

Table (1) below shows the distribution of the most important advertising topics broadcast during the program period for the period from 1/1/2019 to 31/3/2019, from (7-10) pm and the amount of recurrence and the ranks obtained, and it was clear by monitoring the advertising topics During the study period (30) advertising materials varied between the ranks (eighth) to the rank (first) during the study period, and the announcement of the company (Pepsi) to the players (Messi, Mohamed Salah) has ranked first with (9) iterations and obtained a percentage (9.2%) This indicates the financial momentum of the company in the repetition of the announcement during the study period, and the second place shares the ads of the companies

of (Coca Cola, Sool and Dettol soap (8.2%), which also demonstrates the strength of the financial monitoring of the two companies in the repetition of their advertising material on MBC1 channel, while the third place is shared by the advertising (SunSilk shampoo for women, and Schweppes syrup) repeated (6) and (6.2%) explains The fourth is the advertisement (lotion, moisturizing cream, Dove, and Pizza hut) with a frequency of (5) and (5.2%) of the total percentages of ads on the study channel, while sharing the fifth place with frequency (4). (CLEAR shampoo for men, Aptamil baby milk, Emirate airlines and HALA make-up brand) Lifebuoy, Persil Washing Powder, Himalaya Face Wash, and Veet Hair Remover ranked sixth (3%) with three iterations during the study period, and 7th place with 2 repetitions (2%). JIF removal cleaner, Singal toothpaste, NAJWA K. perfume, Fine Baby diapers, SENSODYNE toothpaste, NIDO (Golden start) milk for children), and last rank with frequency (1%) was for eight companies (Vatike cream bath, blends and flavors) Knorr food, Jadore women's fragrance, PRO NAMEL toothpaste, LANCOME, Maggi soup, BOSCH dishwasher, and Talabat app.

Table (1) shows the iterations of the category of advertising subject and percentages

Rank	**ratio**	**repeat**	Advertising Themes
First	**% 9.2**	**9**	Pepsi Advertising Company
the second	**% 8.2**	**8**	Advertising Company Coca Cola
the second	**% 8.2**	**8**	Dettol lotion and soap
Third	**% 6.2**	**6**	SunSilk shampoo for ladies
Third	**% 6.2**	**6**	Schweppes syrup
Fourth	**% 5.2**	**5**	Lotion and moisturizing cream Dove
Fourth	**% 5.2**	**5**	Pizza hut
Fifth	**% 4.1**	**4**	CLEAR SHAMPOO FOR MEN
Fifth	**% 4.1**	**4**	Aptamil milk for children
Fifth	**% 4.1**	**4**	Emirate Airlines
Fifth	**% 4.1**	**4**	HALA make-up brand
Sixth	**% 3**	**3**	Lifebuoy Hand Cleaner
Sixth	**% 3**	**3**	Persil washing powder
Sixth	**% 3**	**3**	Himalaya face lotion
Sixth	**% 3**	**3**	Hair Remover Veet
Seventh	**% 2**	**2**	Laundry powder OMO
Seventh	**% 2**	**2**	JIF fat removal cleanser
Seventh	**% 2**	**2**	Toothpaste Singal
Seventh	**% 2**	**2**	Perfume NAJWA K.
Seventh	**% 2**	**2**	Fine Baby Diapers
Seventh	**% 2**	**2**	Toothpaste SENSODYNE
Seventh	**% 2**	**2**	NIDO (Golden start) infant formula
Eighth	**% 1**	**1**	Vatike cream bath
Eighth	**% 1**	**1**	Food Mixes and Flavors
Eighth	**% 1**	**1**	Jadore is a women's fragrance
Eighth	**% 1**	**1**	Toothpaste PRO NAMEL
Eighth	**% 1**	**1**	LANCOME perfume
Eighth	**% 1**	**1**	Maggi Soup
Eighth	**% 1**	**1**	BOSCH Dishwasher
Eighth	**% 1**	**1**	Talabat application
	% 99	**97**	Total

B. Language Methods Category:

Table (2) shows the linguistic methods that embodied the meaning of advertising material from the point of view of the contact person. The linguistic methods that confer on real life were ranked second with (13) repetitions and obtained (36.1%), and methods of formulas do the third ranked (13.9%) and (5) iterations, while the fourth and final ranked by the language method Citing sources (11.1%) and (4) iterations.

Table (2) shows the iterations of linguistic methods and their percentages

Rank	ratio	repeat	Advertising Themes
First	**%38.9**	**14**	Semantic
the second	**% 36.1**	**13**	Realization
Third	**% 13.9**	**5**	Formulas do preference
Fourth	**% 11.1**	**4**	Citation of resources
	% 100	**36**	Total

T. Characters category:

Table (3) below illustrates the most famous figures in the world, which led to the representation of the advertising break and sometimes other characters prepared only to highlight their faces as an advertisement interface.Following the analysis categories, it was revealed that the first place was occupied by the players of Lionel Messi and Mohamed Salah (9). The second place is for the singer Nancy Ajram in her advertisement for Coca Cola, and her ad received (8) iterations (16.3%). Third place in his announcement of the drink (Schweppes) with (6) iterations by (12.3%), while the fourth place is shared by each The international player Cristiano Ronaldo in the announcement of shampoo (CLEAR) and the Gulf singer Hala Turk in announcing the brand of cosmetics for its own company (HALA) with (4) repetitions each (8.2%), as is the case with the fifth rank was the media Raya Abi Rashed announced her face wash from (Himalaya) and shared the same rank actress and Miss Lebanon Nadine Najim for her announcement of the hair removal from (Veet) with (3) repetitions (6.1%), and the sixth place was occupied by Lebanese singer Najwa Karam for her own perfume (NAJWA The seventh place of the fragrance (LANCOME), which played the role of actress Rakih Julia Roberts by repeating the ratio of (1%).

Table (3) shows the occurrences of the category of characters and their percentages

Rank	ratio	repeat	Advertising Themes
First	**%18.4**	**9**	Lionel Messi
First	**%18.4**	**9**	Mohamed Salah
the second	**%16.3**	**8**	Nancy Ajram
Third	**%12.3**	**6**	Free Membership
Fourth	**%8.2**	**4**	Cristiano Ronaldo
Fourth	**%8.2**	**4**	Hala Turk
Fifth	**%6.1**	**3**	Raya Abi Rashid
Fifth	**%6.1**	**3**	Nadine Njeim
Sixth	**%4**	**2**	Najwa Karam
Seventh	**%2**	**1**	Julia Roberts
	100%	**49**	Total

D. Music Category:

Table (4) below shows the most important music and phonetic symbols to imply certain meanings or add special atmosphere to the advertising material. After calculating the categories, it was found that the use of music that indicates certain meanings ranked first with (22) repetitions (38.3%). The use of this type of music in order to influence the recipient is a kind of emotional grooming, while the music that reflects the real voice was second (14) repetition rate (23.3%) and companies used this type of music for the purpose of attracting

the attention of the recipient, either ranked The third was the share of music that depicts the general atmosphere - (13) repetition rate (21.7%) for the purpose of naturalizing the material produced, while the fourth and last place is the share of songs and got (10) repetitions and the rate of (16.7%) The motive in broadcasting excerpts from foreign songs with filming advertising material for the purpose Universalize them in order to attract and attract public attention.

Table (4) shows the frequencies and percentages of the music category

Rank	ratio	repeat	Phonetic symbols
First	**%38.3**	**23**	Music to explain the meanings
the second	**%23.3**	**14**	Alternative music for real audio
Third	**%21.7**	**13**	Music depicts the atmosphere
Fourth	**%16.7**	**10**	Songs
	%100	**60**	Total

Shape categories:

a. Time Category:

Table (5) below shows the time allocated to the advertising interval during the program hour from (7-8) pm and the number of program hours during the study period. The researcher shows that the total time for the program hour during the study period is (3 peak hours X 90 days duration) Programmatic time = 270 hours), the total time of the advertising interval, note that the advertising interval per hour is (14) minutes, either in peak hours only (42) minutes, and found that the total time of the advertising interval during the study period is (42 minutes during the three X hours 90 days (programmatic duration = 3780 minutes); It has reached (1:08:15) hour, minute and second.

Table (5) shows the iterations of the time category and their percentages

hour	min	sec	Characterization of time
270			Total time of program hours during the study period
	3780		Total time interval during the study period
1	**8**	**15**	Total time of analyzed ads shown in Table (1)

B. Category of dramatic or artistic style:

Table (6) below shows the dramatic methods and forms used to produce the advertising material. It was clear after the screening of the dramatic and artistic style category for all the ads subject to analysis. The recipient of the representative scenes that show the role of the characters that played representative roles, some of them famous figures in the sports and artistic world at the level of the Arab world and the world. Implied within the advertised product of Focused on clothing and fashion designs, the style of showing hair, color and length and the latest international stories have won the third place with (16) repetitions and obtained (19.2%), while the use of cosmetics was ranked fourth and (13) repetitions (15.7%) The dance style within the advertising interval was ranked last and fifth with (13.3%) and (11) repetitions.

Table (6) shows the iterations of the dramatic or artistic style category and their percentages

Rank	ratio	repeat	Technical method class
First	**%26.6**	**22**	Representative scene
the second	**%25.2**	**21**	Show off clothes
Third	**%19.2**	**16**	Show hair, color and length
Fourth	**%15.7**	**13**	Show the advantages of using cosmetics
Fifth	**%13.3**	**11**	Dances
	%100	**83**	Total

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T. Category of Phenomena:

Table (7) below shows the nature of the phenomena that accompanied the photography of the advertisement, after sorting the categories of the phenomena that accompany the photography of the advertising material. The bathroom, swimming pool or studio location has competed for the second place with (9) iterations (11.7%), as well as sharing the photography in the kitchen and the appearance of high-rise buildings in the advertisement on the third place with (8) iterations (10.4%). Filming these two sites to depict the lifestyle of modern luxury, either the use of smart devices such as mobile and iPad hands The figures that played the roles of advertising representation got the fourth place with (7) iterations and by (9.1%) and it became clear through its use that the world is connected with some small village, while the depiction of nature and gardens was ranked fifth and (6) iterations and by (7.8%) As for filming the galleries of luxury furniture, luxury cars and restaurants with modern designs, they got the sixth place with (5) duplicates (6.5%), while filming cities during review of the advertising material was ranked last and seventh with (4) duplicates (5.1%).

Table (7) shows the iterations and percentages of the phenomena

Rank	ratio	repeat	Personal phenomena
First	**%14.3**	**11**	a house
the second	**%11.7**	**9**	bathroom
the second	**%11.7**	**9**	Photography studio
Third	**%10.4**	**8**	a kitchen
Third	**%10.4**	**8**	Building
Fourth	**%9.1**	**7**	smart phones
Fifth	**%7.8**	**6**	Garden
Sixth	**%6.5**	**5**	Lounge seating
Sixth	**%6.5**	**5**	Car
Sixth	**%6.5**	**5**	Resturant
Seventh	**%5.1**	**4**	Town
	%100	**77**	Total

D. Color Classification:

Table (8) below, indicates the most important colors that accompanied the photography of advertisements and their connotations and reflections on the wishes of the recipient. It was found after the distribution of color category has met colors symbolizing the ideas (purity, clarity, clarity, transparency) such as white, blue and green colors have got the first place with (23) repetition rate (39.7%), while the colors led emotional effects such as (excitement and vitality, and movement And heat (such as red and yellow) ranked second with (19) repetition rate (32.8%), while the colors that symbolize the realism experienced by man (sadness, depression or denial) were represented in black and gray color and got third place by (15.5%) (B) (9) repetitions, while the colors of luxury such as gold and silver colors ranked the fourth fourth is (7) iterations with (12%).

Table (8) shows the iterations of the color category and their percentages

Rank	ratio	repeat	Colors
First	**%39.7**	**23**	Colors symbolize certain ideas
the second	**%32.8**	**19**	Colors lead to emotional effects
Third	**%15.5**	**9**	Colors that add realism
Fourth	**%12**	**7**	Colors symbolize luxury
	%100	**58**	Total

RESULTS

The researcher reached a number of results, most notably the following:

1. MBC1 focused on the repetition and repetition of advertising material found in all countries of the world and the most consumed and sold among the materials used daily such as drinks and types of lotion for (hair, face, hands, cleaning clothes, cleaning the cook).

2. The channel in its advertising breaks between the advertisements of interest to women or men as well as the child and other household needs.

3. The channel provided materials of origin manufactured in foreign countries on materials manufactured in Arab countries.

4. The channel relied on the repetition of ads whose roles led famous figures for the purpose of attracting the attention of the Arab audience.

5. The channel has an area of advertising breaks for advertisements that focus on modern life and luxury furniture in homes, cars, buildings in the streets and smart devices in their hands that show the possibility of ordering the product through your handset.

6. MBC1 featured ads that implicitly suggest and infer within the advertised product by focusing on celebrity clothing and fashion designs.

7. Through its advertising breaks, the channel used to consolidate the ways and lifestyles and how the foreign individual consumes the products in order to achieve the financial returns of the international companies and multiply the reincarnation of the foreign life of the Arab citizen, ie the globalization of his ideas through products, goods and goods.

8. The channel focused on the brands of female artists and singers that show their artistic productions on their space group.

CONCLUSIONS

The advertisements included tacit calls for Arab citizens to reincarnate foreign life by imitating celebrities and promoting international brands of various commodities.

The use of celebrities whose products are displayed by the channel through its screen in order to achieve the greatest impact since the audience follows the products of these celebrities through the screen and thus the possibility of influencing them more.

Advertising is not only about spreading the ideas of globalization, but also promoting merchandise in order to achieve greater sales ratios and thus achieve more than one goal at the same time.

The channel has invested all available capabilities, including the availability of modern technology, with the aim of facilitating access to the goods covered in such advertisements such as mobile phone.

The ads worked to consolidate globalization through its focus on manufactured goods in foreign countries and preference over its counterparts from the Arab origins.

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BIODATA

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The Eastern Arab Christians Between the European Spreading Influence and Ideological Hegemony

Los cristianos árabes orientales entre la influencia europea de difusión y la hegemonía ideológica

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ABSTRACT

The study was divided into three axes: the first is a preliminary entitled “The historical roots to form the issue of minorities” with a summary of its conditions until the stage of its submission to the authority of Islam. The second axis carried the title "Christian denominations in the Ottoman era" and focuses on the Ottoman policy towards Christians. The third axis addressed the development of the conditions of Christians during the beginning of the emergence of Arab countries and the treatments set by the Arab regimes for the state of separation in legal legislation towards them.

Keywords: Arab Christians, Europe, Ideological Hegemony.

RESUMEN

El estudio se dividió en tres ejes: el primero es un preliminar titulado "Las raíces históricas para formar el tema de las minorías" con un resumen de sus condiciones hasta la etapa de su sumisión a la autoridad del Islam. El segundo eje lleva el título de "Denominaciones cristianas en la era otomana" y se centra en la política otomana hacia los cristianos. El tercer eje abordó el desarrollo de las condiciones de los cristianos durante el comienzo de la aparición de los países árabes y los tratamientos establecidos por los regímenes árabes para el estado de separación en la legislación legal hacia ellos.

Palabras clave: Cristianos árabes, Europa, hegemonía ideológica.

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INTRODUCTION

Studies that concern minorities, their historical roots and their conditions have increased in recent decades, and this increase comes to highlight one of the most important obstacles facing the development of a deeper understanding of the nature of human diversity, and to create an environment of peaceful coexistence based on this understanding. This study is an attempt in this context, by shedding Highlighting the development of the conditions of Christian minorities in the Arab Mashreq, especially the stage of constitutional framing of the policies of modern states towards them, and the duality that they witnessed between theory and practice, and the confusion in disengaging between the concepts of "religion - ideologies - and citizenship", which generated the inability to interact L with the problem of minorities rationally and matured.

The study relied on a large number of Arab and Arab sources, starting with the documents represented in the Archives of the Prime Minister of Istanbul and the Ottoman Sallamnats, and through books that interested in studying minorities in the Arab region, such as George Qurm's book "Pluralism of Religions and Systems of Governance", Burhan Ghalioun. Sectarianism and the Problem of Minorities ", and Fadwa Ahmed Mahmoud Nusseirat, who titled" Arab Christians and the Idea of Arab Nationalism in the Levant and Egypt 1840-1918 AD ", as well as the use of government publications in Iraq and Egypt, and Lesham, especially constitutions in successive stages of development, with many foreign books, research and articles As well as the international information network.

HISTORICAL ROOTS OF THE ISSUE OF MINORITIES

Throughout the thousands of years preceding the emergence of Christianity, the Arab region has known the emergence of indigenous human groups in it, and the decline of large groups that came from abroad (1), which has led to exposure of settling ethnic minorities to the Near East region, and permanently to political and cultural pressure from the side of the great empires, in the political field was constantly a victim of the conflict between the Roman and Parthian Empires, then between the Roman and Byzantine and then between Byzantium and the Sasanian Empire of Persia (2), as stated in Greek and Latin sources that adopted the news of travelers and merchants at the time, as well as the news of the warriors (3). On the cultural level, the Hellenistic transformations were not able to completely eliminate the local ancient traditions and cultural traditions, which appeared especially with the advent of Christianity, and it is not by chance that the small peoples of the Near East converted to the Christian religion. It was marked by a great prosperity of national cultures (it was accompanied first of all by the birth of philosophical writings and religious-poetic literatures that are more rich and aesthetic in the Coptic, Syriac and Armenian national languages). It can be said in this context that the process of converting the peoples of the Near East to Christianity came as a form of strong emancipation in Greek and Romanian pressure, and converting to Christianity did not prevent it from adhering to their national languages (pagan) in the daily rituals of the Church (4).

Lebanon and Palestine, and Nestorians in Iraq and Iran sought independence from Bezen fearing that the Persians would be oppressed by them, as they did after Byzantium converted to Christianity when the Persians launched a violent campaign that ended with a great massacre in Iraq and the Ahwazis, most of whom were religious scholars and eastern Christian educators (6).

As for the Copts, historical writings indicate that the Egyptians desire to be freed from the rule of the Romans existed in one way or another before their conversion to Christianity. But the spread of Christianity constituted a new stage in the crystallization and intensification of separatism from Byzantium, and the deepening of the religious thought carried out by the Alexandria School Theological studies, along with the teachings of the monks and their monastic systems that represented the true contribution that Egyptian Christianity made to the Christian world at that time, by bringing the victories of the Egyptian theological church

to the height of power in the Christian world (11), except that turning Egypt into an arena of Byzantine-Persian conflict. And the Egyptians opposition to all the reconciliatory and sectarian compromises that the Byzantines cast to them, and their extreme suspicion of Byzantine maneuvers in matters of belief, forced them to use various methods, including violence and the appointment of loyal clerics to them, to impose their will on the Egyptians, the Copts who did not sympathize with the Byzantines To accept the Islamic conquest (12).

ISLAM AND MINORITIES

When the principle of coercing subjects to embrace the religion of their kings prevailed, the Islamic religion made an important shift for the first time in history when they did not overthrow the powers of the peoples of the Near East region popularly accepted, and recognized the right of their peoples that were subject to its authority to preserve their beliefs, traditions and life style (13), and a process of interactions occurred wide and deep in various fields between Muslims and the population, especially since this stage was marked by the availability of a margin of freedom of belief and thought (14).

Islam did not know the distinction between people on the basis of differences in natural ingredients such as color, gender, or race (15), but rather stipulated equality and freedom Ideology and their commitment are obligated to be composed How much is true for the ruled (16), so Islam is unique in recognizing all laws, boredom, all prophecies and messages, and all other books, newspapers, and tablets that represented the revelation of heaven to all prophets and messengers, with holiness, sanctification, infallibility, and reverence for all messengers and all messages (17), and when the relationships between the authority of the Islamic state began The first - at the time of the Prophet (PBUH) and among the parish of the Christians, and at the height of the ideological debate, the Holy Qur'an praised a significant number of its verses with the Christians (18), and recognized them with books and documented covenants, in writing and testifying, full equality in the rights and duties of citizenship, within the framework of the one nation And the one parish: "to the Lager And her entourage, the vicinity of God and the edema of Muhammad, the Prophet, the Messenger of God, on their wealth, themselves, their religion, their absentees, their witnesses and their clan, and all that is under their hand are few or many ... "(19).

This apparent altruism of the Christians did not last for a long time throughout the history of Islamic civilization. After that, the relationship of Islam with the divine laws in its first form was a relationship of ratification and support, it turned in its last form, after distortion and alteration, a relationship of ratification of what remained of its original parts, and a correction of what came to it from heresies And the strange additions to it according to his vision of it (20), as well as a further departure from it in the subsequent Islamic epochs as a result of the emergence of two important factors, the first being to attract opposition movements and extremist groups to active elites of the loyalists, even if the prominent leaders of the elites were of Arab origins and cultural heritage. The second one is the extreme intolerance of Islam, and against the non-Muslims shown by the Islamists, Jews and Christians (21), as was the presence of the main branch of this minority outside the political borders of the majority that are subject to it, that the life of Christianity in the House of Islam is often more prejudicial than the life Jewish minorities, by virtue of the struggle for influence, which erupted time and time again between Christian and Islamic countries (22), and one of the most important developments influencing later was the fall of the Abbasid Caliphate, which led over time, to the relationship between the two sides taking the nature of hostility and loss of confidence (23).

Islamic experience defined various terms expressing the cultural nature of it to refer to the parish from other religions, such as the people of the book, the dhimmis, the people of religion, meaning that the distinction here is based on a violation of the Islamic religion or differentiation from it (24), and the basics on which it was based were unable Islamic experience (the Qur'an and Sunnah), with its capacity, according to the previous factors and other factors that came later, from dealing with the rapid and ongoing developments in reality, so it was necessary to intervene by humans through ijtihad so that the text remains the ruler of reality, and that

by other means through ijtihad and measurement And interests sent and approbation The excuses and observance of custom and custom (25), and if Islam as a religion was equated between humans, and did not distinguish one group from another or sect from another except by piety and a metaphysical heavenly balance and not a human earthly balance, then most Muslims did not do this throughout Islamic history, and they were in their position towards the various minorities, they adhere to the values of nervousness and tribalism, and to the values of religion that have been falsified, misrepresented and poorly used (26), causing a setback in freedom of belief and thought, which some western orientalists and researchers have focused on, and taken as a basis for Islam to deal with sects, especially since the application of doctrinal principles and jurisprudence , which the companions of the Prophet Muhammad (PBUH) and the great jurists of Shari'a borrowed, remained restricted to the muftis, and as such we can say that the Islamic common law does not depict the Islamic state for us as it is, but rather as it should be (27).

CHRISTIAN DENOMINATIONS IN THE OTTOMAN PERIOD

The Ottomans worked early on in the roles of regional expansion, spreading the Islamic religion among Christians in the areas they controlled by attracting them to Islam without imposing them, especially their higher classes, to leave their religion by offering temptations and in exchange for certain advantages limited to Muslims (28), and it succeeded in The conversion of many to Islam (29). As for its subjects who maintained their religion, and since the principles of Islamic Sharia did not include matters relating to religious minorities, except for those public points, which determined their status in Dar al-Islam (30), the Ottoman Sultanate dealt with them.

On the basis of the system of Ottoman boredom (31), which formed a model, it developed for the coexistence of doctrines, sects, religious groups, Sufi sects and others in the power stage throughout the sixteenth and seventeenth centuries (32). So each religious sectarian group subjected to its own legal rules, seized and organized not only spiritual, but also their social life, which prevented complete equality before the law. The Ottomans' dependence on religious subordination was a basis for administrative division, which granted non-Muslim subjects, a special autonomous entity, and granted to the head of every Christian sect the warden of spiritual matters "spiritual matters warden of me" the right to manage his religious affairs himself, and in many cases it provided for Protection and care (33), building its cultural, social and educational institutions (34), and managing its endowments through the Melli Council without direct interference by the Sultanate, as the heads of Christian schools, for example, had recourse to the Ottoman authorities against the administration of the states in case of breaching any of the powers granted to them (35).

This system gave wide independence to local fanaticism and religious boredom, and the relationship between these nervousness and boredom was confined to the central state, within the scope of paying the tax that is levied by local sheikhs, princes, and patriarchs. In return, the local authorities practiced on the basis of different customs, traditions, and religious laws (36), and it was the scope of dealing with Christian denominations, as the Ottomans recognized the Greek Orthodox and Armenian Gregorian Patriarchate, and through them dealt with the rest of the other denominations, Orthodox, Catholic, and Protestant, although the Ottoman authorities granted Batar. These denominations are royal patents, approved for them the title of head of a sect, but they did not give them the temporal authority, but rather took refuge in the two aforementioned patriarchs (37). Trade and financial services of the state, and the role of mediator between Europeans and the local population (38).

In the era of the Ottoman occupation, a system of accumulated obligations was formed that curbed the Ottomans in their dealings with the minorities under its authority, particularly Christianity, which was known historically as the Capitulations System (39), which began with 16 articles (40), and included in its early era commercial affairs, exemptions and legacy. With the passage of time, the concessions developed and their validity expanded greatly, so that they are no longer restricted to foreigners but rather include citizens of the

Ottoman Empire who are not Muslims, and their negative results have shifted over time to become a factor of growing weakness in front of European countries (41) European sympathy was The East neighborhood has been exploited by the European consuls and turned into a blatant interference in the internal affairs of the state. So the demand for “Baratelli” certificates for Ottoman subjects of religious minorities has grown, and their number reached thousands per year, until the nineteenth century, which constituted a new trend in changing the Ottoman nationality, as Non-Muslim citizens enjoyed greater rights and privileges than Muslims in one state, and the government gradually lost control of its citizens (42).

After the losing wars that the Ottoman Empire waged on all fronts, it successively lost many of its Balkan and Arab states, and ended in more economic bankruptcy and large loans with obscene benefits (43), and the boredom system turned into a burden on the Ottoman Empire in a weakened stage, and the problem of minorities emerged sharply The nineteenth century after the European states put tight control over the Ottoman Empire and worked to dismantle it and divide its states (44), and despite the reforms that represented in one of their aspects the deprivation of European countries of the pretexts of imposing their protection on the Christians of the Ottoman state, because it affirmed equality among all the subjects of the Sultan before the law, the abolition of the barriers of boredom in order to strengthen the state by strengthening the loyalty of its Muslim and Christian populations and weakening separatist tendencies. At the same time it was aware of the catastrophic consequences of failure to respond to the complaints of the peoples of the empire and of its collapse even without foreign interference (45).

Religious circles in the Ottoman Empire have often considered that the reforms undertaken by the Sultans of Bani Othman were tantamount to overstepping the boundaries of the basic needs of reform and represented exclusively by the military, industrial, economic and administrative organization (46), as it contributed to the fact that Islamic law is the general framework of the state and one of the constants that it cannot be changed, and loyalty towards the ruling family is concentrated, on the one hand, and the state's containment of different nationalities and cultures.

On the other hand, in that the modernization movement is characterized by hesitation and delay (47), as the general view of modernization in the official Ottoman circles was based on the Hanafi concept allow the "consensus" as a basis for religious and juristic views, and in exchange for these jurists adopted the strict views of the Hanbali, and considered that every renewal is not consistent with the objective interpretation of the Qur'an and Sunnah but contradicts Islam (48). So the system of boredom and the articles of organizations contributed to the increase in the sectarian bloc, and that when the clergy granted many powers that enabled them to maintain the concepts of sectarianism, the task of Western penetration of the Ottoman society was facilitated (49), so the self-assertion of the non-Muslim sects took the form of an attack on the Islamic political identity confirmed by the strength of the state since the late nineteenth century, and the secular state emerged reciprocal waiver of self, based on the abolition of the religious character of the Islamic state, and not such as building a new modern and self-nationalism beyond religion (50).

CHRISTIANS AND THE STAGE OF THE RULE OF NATIONAL THOUGHT

The state of awakening of the national consciousness of Arab Christians has taken on a long and continuous character; its features have emerged since the nineteenth century at various levels (51), as a center has emerged in the midst of confrontation with various religious currents, a liberal current emphasizing nationalism as an alternative to succession, and secularism as an alternative to religious authority, and rationality as an alternative. For absolute faith and social liberation as an alternative to traditional tendency, its pioneers emphasized Arab nationalism and worked towards its path to get rid of the Ottoman caliphate, whether by reviving the Arabic language and its literature, or by political action towards establishing unity on the basis of language, territory, and ethnic affiliation, not religion or the Confederacy, or by calling for knowledge and rationality (52), and among the minorities appeared at the beginning of the nineteenth century,

a trend calling for assimilation and integration, especially among the Christian intellectuals who were pioneers of the Arab cultural renaissance, and the refusal of these to Turkish control. Their search for an identity that transcends the narrow sectarian framework has led to the development of Arab ideology (53), so the features of awareness of the concept of the Arab personality became transformed by Arab Christians, and its most prominent features were the remembrance of the greatness of the former Arabs, and the need to be the masters and not the Turks. Then the features of national-national ideas developed, so that they became an integral part from the point of view Painful thinkers the Arabs will live, and this has taken on many aspects, such as the growing interest in the Arabic language and the historical past of the Arab peoples, by talking about the past glories of Arabs and their strong state established with science, money, and justice (54).

At the beginning of the twentieth century, dialogue between Christian and Muslim intellectuals became active around religion, Arabism, the nation, states and science (55), and after the establishment of political entities or states on the basis of screening or the emergence of the nation-state as defined by modern history. Citizenship took on its modern meaning, and the transition from citizenship was the meaning of sharing in affiliation to a homeland and the diverse feelings it generates, to citizenship in the sense of participation in a political society and the rights and duties it generates. It has constituted a qualitative shift in the concept of citizenship, the achievement of which needed all the economic, social, cultural, and political developments that characterized the modern era (56).

Citizenship, which means political and legal equality between citizens, is absent regardless of race, religion, sect, party, tribe, or gender, and the principle remains abandoned in Arab national theory like other concepts and ideas related to democracy, the most important of which is to devote the importance of the individual in facing the group, the founders. Since the beginning of the twentieth century they were concerned with defending an inclusive Arab identity and redefining the individual Arab citizen against other competing identities, Ottoman, Pharaonic, Phoenician and Mediterranean. For example, Sateh Al-Hosari was not concerned with researching individual rights and His duties, which are the content of the principle of citizenship, as much as he cares about defining his Arab identity (57).

Behind the official discourse proclaiming equality there was still a stream of "collective developments, in which a number of minorities can, because of their identity, appear in them as if they have a lower social value, that they informally suffer some forms of discrimination and ostracism," and control - now - a system The values depend on the sources of Arabism and Islam or the Arab ethnic heritage and a specific understanding of Islam, and the reality constantly reveals the strength of these two sources despite the difference in relative proportions according to the ruling authority.

Therefore, minorities are defined and defined according to inequality according to Arabism or Islam, and as a result of these two criteria the social structure of the Islamic Empire It is relatively complex because it is the result of religious, racial and economic coordination based on inequality, and some of them are based on what is based on the distinction between different nationalities or races (58), and nationalists rejected these divisions and pointed out that in civilization in general we cannot say only that there is no contradiction Between Arabism and Islam, but we can say that there is no contradiction between Arab Christianity and Islam and Arabism, whether equally, but what Christianity?

We are among those who believe - the nationalists - that the heritage of Islam is part of the conscience of the Arab Christians and their historical formation, and that the heritage of Arab Christianity is also a source of Islamic culture. Arabism with its Muslims and Christians, and between this Christianity and Islam (59), and they also considered that the protection of minorities in the modern era is a western democratic commodity, and they base their existence, protection, and respect on democracy, and that the diversity of beliefs and philosophies due to democracy and its culture (60).

This harmony and complementarity does not prove when Christianity becomes the Christianity of the cultural conquest and the foreign agency and the nail of Western politician Juha, that there is Christianity that the nationalists want because, according to one of them, they believe in free belief, and there is Christianity

that the West wants a kind of misfortune to infiltrate into the region, as if it is a Trojan horse. This type of Christianity is the source of dangers for Muslim and Christian Arabs, because religious pluralism is not only permissible in the historical political formula of nationalists, but it is an advantage they distinguished over the world. As for cultural and civilizational pluralism, it means political pluralism, separation, fragmentation and freedom of agency Foreign (61).

CONSTITUTIONAL STATUS OF THE CHRISTIANS OF THE ARAB EAST

In their modern history, Arabs faced the tasks of liberation from the arbitrary rule of the Ottoman rule and then from the Western colonial conquest. They also had to face the tasks of uniting society and building a better system (62), except that the politicization of the issue of minorities in the Arab world in general, which is due to the beginnings of Western capitalist expansion In the Ottoman Empire, the imposition of the system of concessions and the principle of "protecting minorities", began to grow after the First World War and the Arab countries subject to direct colonization following the Treaty of Sykes-Picot, and then imbued colonialism, despite everything, involved some of the values of the Western society to which it belongs, in a contradictory process: As it is in a For a time when he stressed the feeling of alienation among non-Muslim minorities, he brought with him some of the achievements of the bourgeois-democratic national revolution, for the colonial constitutions, which imposed human rights (sealed, undoubtedly, by colonial domination) for the first time in Arab societies, raised those minorities to the rank of citizenship (63) ,

Although Arab constitutions recognize a set of fundamental rights of critical importance to members of religious minorities such as the right to equality before the law and religious freedom, most of these constitutions state that the state religion is Islam and that Islamic law is one of the sources of legislation or even its main source (64), but As a result of the disappearance of the caliphate and the cessation of armed jihad, the Islamists justified the pursuit of Islamic countries towards achieving equality between the rest of the people without regard to belief and religion, to the absence of both parties to the dhimma contract associated with the proclamation between Muslims and violators, as well as the absence of the motive of their claim to The tribute also associated with not obliging them to defend the countries of Islam, after recruitment became compulsory for everyone, and the association of the people in the state became the nationality of association, just as the election of presidents and governments became the right of Muslim and other nationals as long as the supreme authority does not have a religious character, for the caliphate to disappear (65) In general, minorities have constitutionally passed through several stages:

ESTABLISHMENT PHASE

After the collapse of the Ottoman Empire and the control of the victorious states over most of their property, the Arab countries witnessed the issuance of some legislations to repeal many laws that had been enacted by the Ottoman Empire in the phase of reforms. Personal status to clergy according to the religion of the people whose courts adjudicate their cases and according to their religious doctrinal affiliations, Islamic or any other religion. (66) And after the formation of the Iraqi government, the Iraqi constitution was issued in 1925 AD and article 75 of it divided religious courts into Sharia courts for Muslims The spiritual councils of the Christian and Mosaic sects, Christian denominations - Catholics, the Orthodox Syriac, the Catholic Syriac, the Armenian Orthodox, the Armenian Catholics, and the rest of the other Christian denominations have established spiritual councils to consider their religious affairs, and included the areas of personal material relating to marriage and its offsprings, custody, guardianship, and inheritance, and the trial of men Religion. The spiritual presidencies of the sects refused to conduct inspections by the inspectors of the Ministry of

Justice on the spiritual councils, as well as denounced the idea of distinguishing the decisions of the spiritual councils at the Court of Cassation of Iraq. Religious AD No. 32 of 1947 CE (67).

The Constitution of 1923 in Egypt also granted the right of all citizens to equality with respect to the law without distinction between them on the basis of origin, language, religion, and equal rights and political rights. ”The Egyptians are equal before the law, and they are equal in the enjoyment of civil and political rights, in terms of their duties and costs. The general public, do not distinguish between them in that because of the origin, language or religion ... "(68), and when the mixed courts were abolished in Egypt in 1949, the civil courts became the only ordinary courts in Egypt, and with the issuance of new laws and the regulation of civil and mixed courts, the jurisdiction of the courts was limited Legitimacy and provisions of Sharia law issues The personal character of Muslims only, she became on an equal footing with the personal status courts of the Egyptian Christian and Jewish sects, and she enjoyed a capacity of specializing a little from the aforementioned courts, and she took each of these sects to return in matters of personal status to her creed and its own laws (69).

After France established the state of Greater Lebanon, it made itself the inheritor of the traditional Ottoman policy, and although the 1926 constitution inspired by the French constitutional laws of 1875 CE did not show this approach, its doubling of the number of denominations is according to the decision of the High Commissioner No. 60L. R. On March 18, 1936, which institutionalized 18 religious denominations in Syria and Lebanon that enjoy most of the traditional privileges in terms of public law, then a Protestant denomination was added to them, in violation of Article 7 of the 1926 constitution that stated that “all Lebanese are equal before the law”, The election law also maintained the sectarian distribution of electoral seats that, in turn, contradicts the spirit of democratic principles (70). Independence is achieved by any new element on the sectarian level, except that it expanded sectarian structures, as the constitutional law issued on November 9, 1943 AD stipulated “temporarily and in pursuit of justice and reconciliation, the sects are fairly represented in public offices and the formation of the ministry without this leading to harm to the interests of the state.” (72).

Returning to the provisions of the constitution established by the French Mandate Authority in Syria for the year 1930 AD, and he was not fortunate to apply its provisions, he emphasized in Article 6 that Syrians are in the law whether they are equal in the enjoyment of civil and political rights and their duties and costs and there is no discrimination between them in that Because of religion, sect, origin, or language. ”We find it explicitly stipulating that minorities in Syria have the right to establish their own schools, which implies recognition of the minority’s right to maintain its language and education through it, as stated in the text of Article 28“ Rights of Religious Sects Various sects are guaranteed, and these sects are entitled to a The schools shall be established to teach juveniles in their own language provided that they observe the principles specified in the law. (73) Although these legislations have affirmed the rights of the sects, the convergence of the Islamic majority, mainly due to colonial rape, let alone denouncing the Western Christian minorities, It created a chasm or schism between the consciousness of a coagulated society in its traditionalism, and the democratic nationalist trend in the colonial constitutions, which complicated, or hindered, the process of a merging democratic solution to the issue of minorities (74).

STAGE OF THE RULE OF IDEOLOGIES

After the western tendencies prevailed by the rule of the British and French Mandate authorities over the Arab regions, the constitutional organizations focused on principles relating to the rights and freedoms of individuals, but these trends differed in the stage of the ideologies and their struggle in the region, especially after the spread of the national tide and the assumption of power in most young Arab countries Powers and personalities affiliated with nationalists in Egypt, Iraq and Syria, and their pursuit of policies that are in the interest of achieving Arab unity projects (75), and as a result of these conflicts contradicting with the projects of the Western mandated countries previously, which lost the ability to control leaderships and The views of

the Arab leaderships that came to power over the ruins of western-backed monarchies, the urgent need to seek the help of the socialist camp to face the challenges and obstacles that the West put in front of these regimes, and the latter adopted socialist legal and organizational ways to achieve this goal (76), and a new synthetic Arab political thought emerged that combined The contribution of Islamic thought in approaching the issue of the cultural and civilizational identity of the nation, and between the contribution of the national to the approach to the entity issue and the issue of Arab unity, and between the contribution of Marxist thought in dealing with the issues of independent development and social justice in the distribution of wealth And between the contribution of liberal thought to the approach of the question of democracy, human rights and the national state, so that this group may be composed among them in a new article from the mentioned issues (77).

The legal protection for the followers of Christian minorities in the Arab Mashreq countries stems from the various internal constitutional and legal legislations guaranteeing the rights and freedoms of citizens, especially the principle of non-discrimination and religious freedom, as well as the implementation of the principles of democratic governance and the strengthening of the rule of law, but it is clear the fragility of this protection, which is evident from During the rule of dictatorships over the reins of government, as well as the influence of religion on politics and laws and its subsequent undermining of the principle of citizenship and various violations of the rights of those belonging to these minorities (78), the Arabs considered the Christians as full citizens It is in the nation, and they respect their religious belief and their sectarian and sectarian affiliations, but as a purely personal issue and a partial issue and not intended for itself. And, as a heritage for all Arabs (79).

Syria's constitution, which was established by the Constituent Assembly for the year 1950 AD, stipulated in its third article that “freedom of belief is safeguarded, and the state respects all divine religions, and guarantees freedom to perform all its rites, provided that this does not violate public order, and that the personal status of religious communities is safeguarded and respected.” (80) And in its fourth article on “The Arabic Language is the Official Language” (81), he denied the ethnic minorities the right to education in their own language, and in his twenty-eighth article indicated that “Primary education is compulsory and free in state schools and unified programs ... and that education is compulsory In all stages of each religion according to its beliefs, "Vag The reference to the right of religious minorities to practice their own education in relation to teaching their religious rites in their own schools, as is the case with the Constitution of Syria in 1973 (82), the Syrian constitution was distinguished by its endeavor to mold Syrian society according to its national beliefs, the state of the Iraqi constitution, which Subsequently he was subject to the authority of the Baath, and his imposition was to adopt his slogans and goals on the people and the state, and work towards achieving them in a manner inconsistent with the nature of society, whose main feature was pluralism and ethnic, national, social, sectarian, religious, and political diversity. P other (83).

When the July Revolution of 1952, radical changes occurred in the structure of power and the structure of the political system, one of the results of which was an important change in the pattern of the state’s relationship with society. The relative independence pattern that prevailed throughout the monarchy was replaced by the style of the authoritarian state (84). 1952 AD in its forty articles: “Citizens are equal before the law, and they are equal in rights and public duties, there is no discrimination among them on the basis of sex, origin, language, religion or belief” (85), except that the first impression that prevailed among the Coptic circles is that the system The new alliance with the Muslim Brotherhood or rule in their name to share with The group is in power, but the July regime followed policies and took measures within the framework of expanding the circle of practicing religious belief and bypassing Gamal Abdel Nasser, who was imposed by the "Hamayouni Line" on building churches, so he authorized the Coptic Church to build twenty-five churches annually, and that this be done under the direction of the patriarch Himself to the official authorities (86), and after the revolution in 1952 AD promulgated the constitution of the Arab Republic of Egypt, it prepared a law to abolish the civil endowment in preparation for the abolition of the special trial, after it created the appropriate climate to achieve that end, and in 1955 CE issued a decision to cancel the Sharia courts of conditions. The character is perfect And its inclusion in the public courts, all laws related to their arrangement and jurisdiction were

abolished, and personal status cases, endowments and guardianship cases were brought to the ordinary judiciary (87), but problems in the post-Nasser era developed problems, the most prominent of which was the distinction between Muslims and Copts in sovereign positions, building and restoring churches, and favoring the excelling In Islamic studies on their peers in Christian studies, as well as the problem of recognizing an accurate census for the preparation of Copts and their percentage in Egyptian society, which showed a clear discrepancy between the statistics of official Egyptian institutions on the one hand, and the estimates of Coptic religious institutions and institutions For international on the other.

The interim constitution was issued in Iraq after the revolution of July 14, 1958 AD, so the first republic that witnessed political instability was established as a result of the military establishment directly controlling political power (88), and in its ninth article indicated that

> Citizens are equal before the law in terms of public rights and duties and it is not permissible to distinguish between them In that, because of race, origin, language, religion, or belief, ”and in its twelfth article, that“ freedom of religions is safeguarded, and the law regulates the performance of its function, provided that it does not violate public order and is not inconsistent with public morals. (89)

As for the interim constitution of 1968, he neglected the existence of other religions as he neglected the reference to the languages of the minorities, which constitute an important part of the Iraqi society's composition, Article 4 stipulates that “Islam is the religion of the state and the basic rule of its constitution and Arabic is its official language” (90), and despite the reference to Article Thirty that “the state maintains freedom of religion and protects the practice of its rites.

This violates public order or contradicts morals. "However, in paragraph 17 of Article 17, it stipulates that" inheritance is a right governed by Islamic law "(91).

CONCLUSIONS

Copts accepted more than 200 years after the arrival of Islam in Egypt, to Arab culture and their privacy as Egyptians, despite the stages of pressure, but most of the periods of coexistence with the Muslim majority were characterized by safety and stability, and in the contemporary history of Egypt, they suffered the effects of sectarian strife that struck between one moment and another.

Despite the obstacles that these obstacles posed to the stability of their situation in Egypt, their conditions differed from what happened to their peers in Iraq and Syria. The Christians of Iraq, like their peers, suffered from the rule of the Ba'athist regime from 1968 onwards, which imposed an ideology that was incompatible with the nature of the multi-community in the first place. There is a summary of the constitutional conditions of Christians in the foregoing; a state of continuity that worsens their conditions in the Arab community clearly emerges even after achieving political independence within its many country frameworks. Rather, the Arab community does not possess awareness and understanding of how to deal with the problem of minorities. To the ancient status of the people of dhimma, and at the same time its failure to achieve a democratic national revolution, you find for the issue of minorities a radical, modern and democratic solution, so the break from the past and the inability to consciously walk into the future has transformed the traditional sectarian situation that I experienced. For centuries, pre-colonial Arab societies, into a sectarian crisis, embody and summarize the general crisis of Arab society.

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Environmental Law Within the Framework of European Courts and UN Charters

Ley ambiental en el marco de los tribunales europeos y las cartas de la ONU

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ABSTRACT

Access to justice is the concrete means of asserting everyone's right to respect for provisions protecting the environment. Does the European Union have vocation to guarantee effective judicial protection? This article presents a difference in treatment by Union law of access to national judges and access to his own court. Indeed, if access to national judges in litigation environmental rights, is widely promoted by Union law the access to Court of Justice is, on the contrary, rigorously framed in the law of the Union and in despite proposals and demands, no substantial development can be in the area of the environment.

Keywords: Environmental law, European courts, UN letters.

RESUMEN

El acceso a la justicia es el medio concreto de hacer valer el derecho de todos a respetar las disposiciones que protegen el medio ambiente. ¿Tiene la Unión Europea vocación de garantizar una protección judicial efectiva? Este artículo presenta una diferencia en el tratamiento por la ley de la Unión del acceso a los jueces nacionales y el acceso a su propio tribunal. De hecho, si el derecho de la Unión promueve ampliamente el acceso a los jueces nacionales en litigios sobre derechos ambientales, el acceso al Tribunal de Justicia está, por el contrario, rigurosamente enmarcado en la ley de la Unión y, a pesar de las propuestas y demandas, no se puede lograr un desarrollo sustancial en el área del medio ambiente.

Palabras clave: Cartas de la ONU, ley ambiental, tribunales europeos.

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INTRODUCTION

Access to justice is the concrete means of asserting the right of everyone to respect the provisions protecting environment and is therefore essential to the application of these. However, access to justice in name of environmental protection is not easy. First, nature, no more than its elements, can defend its own interests in court. This prerogative must therefore be transferred to subjects of law, individuals, alone or grouped in association, acting on behalf of the defense of the environment against a insufficiently protective legal standard or against a decision to authorize a project, activity or of an environmentally hazardous substance. Then, even if individual interests can be also protected, the protection of the environment is by nature a collective interest, whereas in many legal systems, a personal interest is required for who claims to sue. A layout applicable procedural rule is therefore, generally necessary to ensure the right of access to the environmental justice.

What about within a framework of Euro Union laws? It is the objective of this article to analyze in to what extent the legal order of the European Union guarantees such a right understood, in the context of this study, like the right of natural and legal persons to have access to a judge. Union environmental law European is dense; it combines sect oral instruments and instruments of a transversal nature [2]. Therefore, it is for the less essential, to ensure its effectiveness, than judges, national judge like a Court of Justices of a Union, may be seized of all dispute relate to an incorrect applications of a standards which compose it. At first glance the situation looks rather reassuring. Since its origin [3], the Union has defined itself as a Union of law [4] which aims to guarantee effectives judicial protections now [5] enshrined in a Treat [6[. Besides, the remedies provided for in the Treaty are numerous, "complete" [7] even the Court tells us, intended to allow the supervision by the Court both of acts taken by the institutions, bodies, offices and agencies of the Union and of acts, state behavior or abstentions. In addition to those provided for in national courts, Article 19, paragraph 1, second sentence, of the TEU, requiring Member States to establish the means of redress necessary to ensure effective judicial protection in the fields covered by Union law.

In the area of the environment, the principle has also been particularly valued since the adoption in 1998 of the Conventions on Accesses to Info, general Participation in Decisions-Make and Accesses to environmental justices, convention approve on behalf of a Euro Community by decisions 200637/1 of Feb 17, 2005. Since then, the Union is, alongside the Member States, party to the Convention which is therefore an integral part of the legal system of the Union and for which the Court has jurisdiction to rule on preliminary ruling [9]. However, the objective of the Convention is ambitious in particular - but not only acting the right of access to justice in environmental matters [10] organized in three distinct cases: In relation to access to information [11], with the decision-making process [12] and more generally in order to contest any hypothesis of violation of national provisions (and of Union law) protecting the environment. Under a 3rd paragraph of paper 9 of a text, the Parties to the Convention must effect ensuring that "members of the public who meet some criteria provide for by its internal law may initiate administrative or legal proceedings to challenge the acts or omissions of individuals or public authorities which go against the provisions of national environmental law."

However, as soon as the analysis becomes more precise, the impression is transformed singularly and becomes more mixed. The most recent news also gives some significant clues. For the second time, in a decision of 17 March 2017, the compliance committee for the Aarhus Convention noted the inadequacies of Un laws vis-a-vis a right to judge in environmental matters and concluded that there is non-compliance Union law vis-à-vis the provisions of a Conventions on public access to Justices [14]. And yet, in the same period, the Commission published, more precisely on April 28, 2017, a Communication on access to justices in environmental matter [15] with a view to identifying the important case-law of the Court in the matter and in so doing, "to clarify matters appreciably and to constitute a source of reference "in particular for" the public, in particular natural persons and environmental NGOs, acting as defenders of the general interest "[16]. In concluding its document, the Commission emphasizes that, from his point of view, the requirements currently

contained in the Union acquis already provide a framework consistent for access to justice in this area [17]. Moreover, the judgment rendered on December 20, Protect Natur [18] seems to support this conclusion. The Court, on a basis of paper 47 of the Charter and Article 9- of the Aarhus Convention, recalls the impossibility for national procedural rights to deprive environmental organizations of the possibility of having compliance with standards issued by the Environmental Union law [19] and stresses that in this case it is the responsibility of the national jurisdiction, to leave inapplicable, in the dispute before it, the rule of national procedural law.

To account for this situation, it is useful to consider, on the one hand, access to national judges and the rules of Union law which apply thereon, on a other hand, accesses to a Court of Justices (and to its Court) [20] as Phone. Indeed, if access to national judges is, in the case of environmental disputes, widely favored by Union law, on the contrary, access to the Court of Justice is, on the contrary, strictly framed in the Union law, and despite proposals and claims, no changes have taken place in the area of the environment. Union law - and more specifically the case law of the Court - seems to require states members what it does not require for itself. Of course, the consequences can, from a certain point of view, be gelatinized because, it is the regular argument in the jurisprudence, the limits to the access to the Court itself are precisely compensated by access to national judges who can hear national enforcement measures under Union law and who may, if necessary, refer a question to the Court. However, in addition to the fact that this is not always the case, a hiatus exists insofar as the invalidity of the measures taken at Union level itself can hardly be brought before the Union judge. This will be about to account for the importance of such a gap between access to national judges and access to the Union judge in as such. In the first case, specificity in the field of the environment is promoted (part 1), in the second case, it still remains largely denied (part 2.)

ACCESS TO NATIONAL JUDGES

Law of union

Principle of indirect administration and institutional and procedural autonomy of member states. If the Union law may be advanced to the merits before the national courts, common law courts of the right to the Union, it is not, in principle, intended to take an interest in the conditions of access to such jurisdictions. It is necessary remember that, under the principle of indirect administration, it is the Member States which are responsible to implement the law produced by the legal order of the Union which, although autonomous in its conception,

"Depends on the efforts of member states" with regard to compliance with its provisions. We must also remember whereas, to this end, Article 19-1 of the TEU establishes, in general, the obligation for the Members State to guarantee effectives judicial protections in a areas covered by Un laws. Final, to recall that it is settled case law that "it is up to each member state to designate the competent courts and to regulate the procedural modalities of legal remedies" aimed at ensuring the respect for Union law, which can be referred to as the principle of institutional autonomy and procedural. Note that this principle is consistent with what the Aarhus Convention itself provides. This in effect grants States Parties room for maneuver in the application of the right of access to justice and the organization of remedies aimed at challenging an act that was adopted despite the rules relating to public participation or more broadly to challenging an act which infringes any other standard Environmental. Thus, for the first case, article 9-2 provides that a right of recourses is granted to "Member of a general concerned" having the sufficient inter to act or claiming an infringement of the right.

However, he specified that "what constitutes sufficient interest and an infringement of a right is determined according to the provisions of domestic law". Thus, non-governmental organizations are deemed to have an interest and rights. Which could be harmed when they work to protect the environment and that they meet the conditions that may be required under domestic law. In the second case, article 9-3 provides that "member of a general" must be able to initiate administrative or judicial proceedings to challenges the act or omissions of individuals or general authorities that go against the provisions of the national environmental law, but only

when they meet "a possible criteria laid down in it is domestic law ". These provisions therefore enshrine a right to the judge in environmental matters but in no way unconditional access of members of the public to justice, an actio popularis environment, authorizing States Parties to establish specific criteria to which they must respond to be able to effectively exercise the remedies provided. It is precisely for this reason that the Court has, on the occasion of a preliminary reference formed in a litigation relating to the protection of a species of bear brown in Slovakia, finding that Article 9-3 has no direct effect, finding that the provision does not contain no clear and precise obligation capable of governing the situation of individuals.

It must be admitted, however, that despite the constantly reminded procedural institutional autonomy, the Union law says a lot, and this is an important element of specificity, about the conditions of access to judges of the Member States of the Union, in particular in the field of the environment, arguing the principle of the effective of Un law but also a necessary application of a principles of the Convention Aarhus. Admittedly, the provisions of secondary legislation prove to be relatively limited, undoubtedly the ultimate mark of a desire to ensure respect for the principle of procedural autonomy enjoyed by the Member States of the Union(I). But, on the side of the jurisprudence of the Court of Justice, the prescriptions are on the contrary quite numerous and precise and clearly attest to what the Union judge is trying, in this matter, to reconcile procedural autonomy and effective protection of the right to access to justice (II).

Explosion of the provisions enshrining the right to the judge. For a long time, an issue of accesses to the judge in environmental matter have hardly ever been addressed in European Union law, if not, very succinctly by Directive 90/313 on free of accesses to environmental info , Today at issue is governed by several directives: Directive 2003/4 on general accesses to environmental info; Directive 2003/35 provide for general participation in a preparations of certain plan and programs relating to the environment , Directive 2004/35 on the environmental responsibility , Directive 2010/75 on industrial emission , a directive 92/2011on environmental impact assess with Directive 2012/18 (known as Seveso III) . AT evoking this list, we see that a right of accesses to justices is envisaged only in texts sectoral imposing other environmental obligations (information, public participation, assessment of impacts ...). The legislative option of establishing a dedicated instrument on access to justice has indeed, it was ruled out in 2003 when the Commission had presented a proposal to that effect to which several member states objected (notably in the name of the principle of subsidiary) It is therefore only within non-specific and scattered texts that it is possible to find some relative provisions access to, and conditions surrounding, national judges. Furthermore, upon analysis, one can only note that the obligations are defined in a relatively minimal manner.

Minimalism of the provisions enshrining the right to judge. Directive 2003/35 providing for the participation of the public during the development of certain plans and programs relating to the environment (which came to modify the Directive 86/338 concerning the assess of effect of certain general with secure project on the environment and Directive 97/62 on integrate pollution preventions and control) is a very good illustration clear of such minimalism. Directive 85/337 provided for the possibility of appeal to the courts or administrative in case of refusal of abusive communication and was content to emphasize that this remedy will be in accordance with national legal order. To bring Union law into line with the Convention of Aarhus, directive 2003/35 revises said directive and inserts an article 10a, at first sight more developed moreover, drafted in terms very close to those used in the Convention.

However, the obligations laid down in the article are, in the end, at least general since it is intended that member states guarantee that members of the public with a sufficient interest to act or claiming an infringement of a right (where the right administrative procedure of a Member State imposes such a condition) may appeal to a court or other independent and impartial body established by law to challenge the legality of decisions, acts or omissions falling under the provisions of the directive. Thus, the directive clearly entrusts the Member States should determine at what stage decisions, acts or omissions may be challenged, as well as what constitutes sufficient interest to act or an infringement of a right and therefore does not actually come opening up the possibilities of appeal already existing in national laws. Obligations provided by others sect oral texts

are also minimal and this, without a doubt, Directive 2003/4 on general accesses to environmental info [36] provides, without further details, a possibility of review and appeal to the independent with impartial body establish by law. paper 13 of a Directive 2004/35 on environmental responsibility, which aims in particular to encourage natural and legal persons to play the active role in helping a competent authorities to remedy a environmental damage, finally provides for the principle of a right to appeal while stating that it does not infringement not infringement of any national provisions regulating access to justice.

Beyond the right to appeal? In total, nothing is provided beyond the assertion of a right to appeal. However, the right to access justice clearly depends on what may be considered an interest in acting infringement of a right; moreover, it has wider consequences, such as the possibility of requesting provisional measures, limiting the costs of procedures or even legal aid or the right to access expertise, which can be essential in environmental litigation. However, nothing is provided for on this subject in the right to the Union and the Member States are therefore free to provide - or not make arrangements to make effective in practice the right to environmental remedies. The legislative results are therefore relatively meager. But he is partially offset by demanding case law vis-à-vis the member states, developed on the foundation of the principle of the effectiveness of Union law and of the necessary application of the Aarhus Convention.

Demanding jurisprudence: the desire to guarantee access to the judge in terms of the environment

Contrary to legislative prescriptions, the jurisprudential prescriptions are numerous and often demanding. One group out by a Court in the emblematic cases of Slovak brown bears is entirely symptomatic: A procedural laws relate to a condition that must be met to exercise an administrative or judicial remedy in accordance's and both the objective of the Aarhus Convention and that of effective judicial protection rights conferred by Union law, to allow an environmental organization to challenge before a court a decision taken following an administrative procedure likely to be contrary to the law of the Environment Union. In application of this prescription in general, the judgments rendered in the matter have clarified the contours of the right to appeal (1.), but, beyond that, have also delimited the practical conditions essential to its effectiveness (2.). These details apply to national courts which have the obligation to interpret national procedural law even, in the event that such a correct interpretation should prove impossible, to leave unapplied, in the dispute before it, the contrary national procedural rule, even subsequent, without him having to request or to await the preliminary elimination of this one by legislative means or by any other constitutional process .

Outlines of the right to appeal

General information on the notion of infringement of a right. To the extent that environmental protection has primarily intended to defend the general public interest and not to expressly confer rights on individuals, the main obstacle to the right to environmental remedies probably lies in the "Doctrine of the violation of a right" which requires, in order to be able to take legal action, to provide evidence of an infringement to individual interest. However, the Court's case-law has clarified the limits to the use of such a doctrine, whereas, if it is up to the Member States to define what constitutes an infringement of a right, this power must be modulated by the need to guarantee broad access to justice for the public concerned. A judgment delivered on preliminary question on 12 May 2011 in the case of Bund für Umwelt und Naturschutz Deutschland, specifically on such a doctrine, retained in Germany where the right of appeal recognized to non-profit organizations against an administrative act is only considered admissible if the act infringes the rights applicant's subjective concerns. The dispute between an association and a German administrative authority, concerning a authorization granted for the construction and operation of a coal-fired power plant located in an area around which are five protected areas under the Habitats Directive. Particularly its article 10 already says mentioned, should be interpret in light of and taking into account an objective of an Aarhus Conventions. She stresses that associations should not be deprived of the exercise of the right recognized to them by the Convention as by Union law and declares that German law in that it restricts the right of access to the judge of associations for

the protection of nature and turns out to be contrary to Union law . Restrict the right to appeal to associations on the sole ground that they protect collective interests, she says, undermines objectives of "ensure wide accesses to justices for a general concerne", by depriving them "very largely of possibility of checking compliance with the standards arising from this right, which are most often circumvented towards the general interest and not only towards the protection of the interests of individuals taken individually". We may emphasize that this interpretation is not isolated and has, on the contrary, been confirmed, as regards the Directive 2011/92 on the assessment of the effects of certain public and private projects on the environment, in a Gruber case concerning Austrian legislation.

Right of recourse of associations. The conditions of access to the judge specific to associations were also envisaged in a cases-laws of a Court. Let us simply recall that, according to the provisions of the Convention Aarhus and secondary law mentioned above, not all NGOs (and all members of the public) see each other automatically recognize standing for action. Criteria may be validly provided for by internal law. However, case law has clarified what these admissible criteria can be. In a judgment rendered on October 15, 2009 in the Djurgarden case, the Court confirmed that a national law, here Swedish law, may require that the associations - which intend to contest by legal means a project covered by the evaluation directive environmental impact of curtains' general and secure project - has "a social purpose related to the protection of nature and the environment " The Union judge, on the other hand, considered that the legislation in cause, which subjects the right of recourse of environmental protection associations to the requirement of a minimum number of members (more than 2 000) was incompatible with Union law. It indicates that if such criterion may prove relevant to ensure the reality of the existence and activity of an association, "However, the number of members required cannot be fixed by national law at such a level as to go against it of the objectives of Directive 85/337 and in particular of that of enabling judicial review of operations relating thereto ". In this case, according to the Court, the level set by Swedish law -2000 minimum membership risked depriving most associations of any possibility of appeal .

Limits to the right of appeal. Among the limits to the right of appeal which may be provided for by legislation national, some are due not to the applicants (and to its own conditions), but also to the types of acts attackable. It must also be recall that paper 2 of a Aarhus Conventions excludes from its scope of application acts of the legislative power and that Article 1§5 of Directive No 85/337 provides that it does not apply "to project which is adopt in detail by the specific national legislative act ". In the Boxus case the Court precisely had to know about this limit and has, in this case, developed a position entirely favorable to the recourse and therefore rigorous with regard to the limits allowed. In the case, the Court first clearly intended to broaden the acts against which natural persons should be able to act. Indeed, it considered that despite the margin available to member states, which allows them in particular to determine which court has jurisdiction, provisions of the Convention and the Directive "would however lose all useful effect if the only circumstance that a projects are adopt by the legislative act had the consequence of exempting it from any recourse allowing challenge its legality, as to the substance or the procedure " and she concludes that in the event that none appeal would not be opened against such an act, it would belong to any national court seized in the part of its competence to exercise the control described in the previous point and to draw, where appropriate, the consequences by leaving this legislative act unapplied In the same case, the CJEU also had to be aware of other limits on the right of appeal. In this connection, she also developed case law rigorous. She said that "participation in environmental decision-making is distinct and for a purpose other than judicial review". Therefore, "members of the public concerned Must be able to appeal against a decision whatever role they may has play in the investigation of said requests" Member States therefore do not have the possibility of limiting the right to sue in court a decision only to members of the public concerned who participated in the adoption procedure thereof.

In a recent judgment - Protect Natur already cited - relating to an authorization to draw water from a river in order to to feed the snow cannons of a ski resort and where the application of the provisions of the directive

was at stake on water , the Court goes even further, opposing Austrian law which provides that obtaining status as a party to the proceedings is a compulsory condition for being able to bring an action contest the decision taken at the end of this procedure, in that this condition restricts the right to access the justice because that would amount to “depriving the right of appeal of any useful effect, or even of its very substance, which would be contrary to Article 9 (3) of the Aarhus Convention, read in conjunction with Article 47 of the Charter"

The Court has also had occasion to assert that, in accordance and an objective of giving it wide accesses to a justice, the public concerned must, in principle, be able to invoke any procedural defect in support of an appeal contesting the legality of the decisions referred to in that directive . Default entry in respect of German jurisdictional system, the Court had, in 2015 و the opportunity to express itself again on the limits relating to the extent of the remedy and in particular on this latter limit. The action for failure concerned in German law which linked the possibility of invoking a procedural defect on condition that it had affect the meaning of the challenged final decision. The Court considered that such a condition made excessively difficult the exercise of the right of appeal referred to in Article 11 of Directive 2011/92 and undermined.

The objective of this directive aimed at offering "members of the public concerned" wide access to justice by depriving this provision of any useful effect. It would be otherwise, she said, if the legislation provided for such a condition without placing the burden of proof on the claimant of the causal link between the procedural defect invoked and the result of the contested administrative decision, referring for example to the evidence provide by a contracting authority or by a competent authority with, more general, of all the parts of the dossier submit to them . German legislation will also be condemned by the Union judge in what it limits, in the name of the efficiency of administrative procedures, the means likely to be invoked by an applicant in support of a judicial appeal against an administrative decision to the objections raised during the administrative procedure. Raising a ground for the first time in an appeal can hamper the smooth running of this procedure but, according to the Court, the provisions of the right to the Union seek to ensure that supervision relates to the lawfulness of the contested decision, as to the substance or the procedure, in its entirety. According to the Court, States remain however free to lay down certain limits on the admissibility of appeals in the name of the efficiency of the procedures, such as in particular the inadmissibility of an argument presented in an abusive or bad faith manner. The same goes for foreclosure rules, provided that they do not excessively restrict the right of judicial remedy.

At the end of this case law, which is undoubtedly still under construction, we therefore see that the margin of maneuver by States when determining the criteria governing the right to appeal, if it exists, is far away to be absolute. Whether it is the interest to act, the type of associations that can seize the judge, the type and the extent of the action in question, the prescriptions which are brought by the Union judge are significant and participate in a certain way in a satisfactory implementations of a provisions of a Aarhus Convention at national levels, Convention which is moreover used systematically by a Court as an element interpretation. But the case law goes further, by establishing, beyond the right to appeal, the conditions aimed to make it effective in practice.

Beyond the right to appeal

If the right to a remedy makes it possible to ensure the effectiveness of environmental protection provisions, its consecration is not enough to achieve this goal. Still it is necessary that the litigant can concretely obtain the application of environmental protection measures, for example by asking for measures provisional. Furthermore, it is also necessary that the costs of the proceedings do not dissuade the latter from making use of his law.

Possibility to request interim measures. The possibility of requesting the adoption of a measure administrative or judicial provisional in application of domestic laws (for example, order a suspensions of the enforceability of the integrate decision), which allow temporarily, that is to say until decision on the merits, to stop the realization of a project or the execution of a decision risky for the environment seems to be essential to ensure the effectiveness of environmental protection, sometimes as much as the appeal as such. Moreover,

Article 9-4 of a Aarhus Conventions require that remedies allow the adoption of suitable interim measures. However, the secondary legislation of the European Union meanwhile is silent on the issue. In Križan, which concerned a discharge authorization, the Court questioned on whether the provisions on access to justice of Directive 96/61 became directive 2010/75 on industrial emissions, allowed, including in the absence of a provision express, member of a general concern to ask a judge to order interim measures likely to temporarily suspend the application of an authorization pending the final decision to be made. The Court will respond positively. She believes that the objective of this directive, which is the prevention and reduction integrated pollution (by implementing measures to avoid or reduce air emissions, water and soil) would not be filled "if it were impossible to avoid that a facility that may have benefited of an authorization granted in violation of this directive continues to operate pending a decision final on the legality of the said authorization" . Having recalled that the possibility of ordering measures provisional was a general requirement of the Union's legal system . However, in accordance with the principle of procedural autonomy, it is up to the Member States to determine the modalities governing the granting of interim measures. Limitation of procedural costs. Limiting the costs of proceedings obviously contributes to the principle effectiveness of remedies intended to ensure the safeguard of the rights which litigants derive from Union law. He in practice, it is a question of avoiding that the applicants are practically prevented from training or pursue a legal action because of the financial burden that could result. Besides the Article 9, paragraph 4, of the Convention requires that the procedures provided be objective, fair and fast and their cost is not prohibitive,. The third paragraph of Article 47 of the Charter of Fundamental Rights provides that "legal aid is granted to those who do not have sufficient resources, to the extent that this assistance would be necessary to ensure effective access to justice "but secondary European Union law does not set up any particular mechanism in matters of Environmental Protection. However, some national systems, in particular the British jurisdictional system, have been submitted to the Court for assessment. In the Edwards and Pallikaropoulos case, the Court held that the interpretation of the concept of "prohibitive" costs cannot be left to national law alone and that, in the interest of a uniform application of Union law and under the principle of equality, this concept was to find, in the Union, an autonomous and uniform interpretation. By virtue of this requirement, and in the case of individuals and members of associations called to play an active role in the defense of the environment, the Court said, the cost of a procedure must "neither exceed the financial capacities of the interested party nor appear, in any event, as objectively unreasonable " The case led to the judge ruling on the "loser" rule payer ", according to which the national court may order that the unsuccessful party bear all of the costs of the proceedings, including the costs of the opposing party. Without calling into question the principle of conviction of the defaulting party, the CJEU asserts that the non-prohibitive cost requirement obliges the court national court called to rule on the costs to be taken into account both in the interest of the person who wishes to defend its rights only in the general interest related to the protection of the environment. As part of this assessment, the national judge cannot be based solely on the economic situation of the person concerned, but must also carry out an objective analysis of the amount of the costs. It can take into account the situation of the parties involved,

ACCESS TO THE COURT OF JUSTICE

Environmental denial by EU law

Interest of the question. The question of access to the Court of Justice of the European Union presents, at first view, less interest than the previous one insofar as litigation relating to acts and activities having possibly an impact on the environment takes place mainly before national judges, including when European Union law is at stake. And for good reason, what Union law, in material terms, provides, these are mainly obligations to national authorities (in terms of quality monitoring, monitoring the state of the environment or relating to the preparation of plans and programs aimed at reducing pollution and waste or relating to the

conditioning of certain activities with the granting of a permit or authorization) which take the form of general regulations internal, as well as by specific decisions and acts issued by national public authorities. The question however, is not far from marginal. It is not first because, in practical terms, a non-number negligible decisions, more precisely authorizations to do (or not to do), are taken at the level of the Union, through the European Commission whether it concerns decisions to authorize the release of GMOs, use of herbicides, decisions approving national plans (in terms of industrial emissions, reduction of greenhouse gases) or decisions to support activities (financing the creation of power stations). It is not then axiologically because, natural with legal person must, having regard to a objective of the Union de droit, be able to access the Union judge to contest all acts - including of general scope - taken by the Union in the environment sector. Preliminary reminder on legal remedy before the Court of Justices. Consider the access of people physical and moral to the Court requires that some preliminary reminders be made. We must first remember that some remedies are not open to individuals. This is the case with the infringement remedy. Certainly anyone can file a complaint, free of charge, with the Commission against a Member State and need not demonstrate the existence of an interest in acting. However, the Commission discretionarily assesses whether a follow-up should be given or not to a complaint. It is also important to remember that certain remedies, if they are open to people In the environmental field, physical and moral activities are almost never activated. This is the case of Union extra-contractual liability recourse . Consequently, the analysis is mainly carried out logically on the conditions of admissibility of the action for annulment which, moreover, largely determine those of additional remedies such as the objection of illegality and the remedy for failure to act. The central question may be summarized as follows: under what conditions can a natural or legal person apply to the Court of Justice for the European Union (heard as designating the Court at first instance, then appealing to the Court(when it considers that the European institutions or bodies have violated the rights which it derives from the provisions protect the environment? More specifically, what is the situation of an individual or a non-governmental organization wishing to question the validity of a Union act which may affect a protections of a environment, whether an act in question is of a legislative or executive nature?

The answer is not a priori complex: the classic (and generic) conditions of access to the Union judge for natural and legal persons as set out in the treaty apply, which is not surprising, in the area of the environment. It is therefore sufficient to recall them to report on access to the judge. the Union in environmental matters. Should we however conclude - and this is the main question – to the absence of procedural specificities in this matter? The question is all the more important than the conditions provided for by the treaty and interpreted by the judge allow only close access for persons physical and moral to the judge. On examination, the conclusion is clearly positive. The interpretation of the said conditions by the Union judge in environmental litigation is absolutely identical to the classical interpretation without any specificity being, despite proposals in this regard sense, raised (I). However, while potentialities were and are hoped, for the time being, the application of the Aarhus Convention and its Union extensions did not change the situation in a courtroom still clearly locked (II).

The status quo in an interpretation of conditions of accesses to the Court

Delimited in paper 264 § 5 TFEU, substantially modified by the Treaty of Lisbon . the conditions of actions for annulment for natural and legal persons envisage three hypotheses for which the conditions are distinct. Any natural or legal person may first appeal against acts for which it is the addressee. It can also do so against other acts of which it is not the recipient, but which concern it directly and individually. Finally, an appeal may be brought "against acts which directly concern it and which do not include implementing measures." It is precisely this third hypothesis which was added in the last treaty and which, by not repeating, for this hypothesis, the contested condition of individuality referred to in the second, aims to broaden the right of appeal of natural and legal persons. These three hypotheses and especially the conditions which they foresee

have been the subject of course many interpretations that should be remembered (1) before finding that they have been absolutely included, without change, in environmental litigation (2).

-1Reminder of the “interpreted” conditions of the action for annulment old interpretation: the example of the interpretation of the condition of individuality. Without the need to come back to it as the question is well known, the most decisive interpretation has long been that relating to conditions provided for under the second hypothesis: either that which requires that it be demonstrated that the act when it is not addressed to the applicant - concerns him "individually" and "directly". She is, as we know, particularly strict, in particular (but not only) with regard to the criterion of individuality, for which the judge demands, since the Plaumann judgment, that it be shown that the act affects the applicant on account of certain qualities which are specific to him or a factual situation which characterizes him in relation to any other person and, as a result in fact, individualizes it in a manner analogous to that of a recipient, "and the invocation of the right to protection effective jurisdiction enshrined in the general principles of law and then of paper 47 of a Charters, however "Called to the rescue to serve as a basis for relaxing the conditions of admissibility of the appeal cancellation " did not allow the said interpretation to evolve. The Court reiterates, without derogating that it does not may, without exceeding its powers, deviate from the conditions which are expressly provided for in the treaty and even in the light of the principle of effective judicial protection. Consequently, the admissibility of appeals relating to acts of general scope were only admitted in special cases, when the applicants were part of a small circle of people (economic operators) identified or identifiable at when the act was taken or when they intervened in the process leading to the adoption of the act in application of procedural safeguards provided for by Union regulations Recent interpretations of the "Lisbon" hypothesis. More recently, important interpretations have concerned the third branch of Article 263 § 4, that inserted during the Treaty of Lisbon.

They have first concerned with the concept of "regulatory acts" that the treaty [79] had not defined which could not be lacking to provoke lively discussions To simplify the quarrel, "some believed that acts should be included in the category of regulatory acts, while the others opposed it ". The first one hypothesis seemed to be deducible from certain language versions and case law decisions But, having regard to the organization of the paragraph as of the wording of the draft constitutional treaty including came, word for word, from the wording of Article 263 TFEU, the second hypothesis also appeared possible. It was, moreover, that which was adopted by the Tribunal and then the Court, the two having considered in turn that the notion of regulatory act "must be understood as covering any act of general application with the exception of legislative acts " As a result of such an interpretation, there is no doubt that, for the acts legislative, before or after the Lisbon Treaty, the applicants' situation has not changed and in particular "the content of the condition of individual assignment as interpreted by the Court in its settled case-law since the Plaumann judgment " Other interpretations of this third hypothesis also attest that the conditions are not finally as flexible as expected and the opening of access to the courtroom of the Union probably less important than hoped. This is the case with the interpretation of that of "the absence of measurement of execution "of the regulatory act. If the first interpretations were rather favorable to the applicant , the Court subsequently adopted a clearly more restrictive concept. According to her, any national measure of execution of a regulatory act must be considered as an obstacle to the action for annulment of its against, including purely mechanical ones which do not however reveal any intervention discretion of national authorities . This is also the case with the third condition which requires that the act regulatory issue "directly concerns" the claimant, and for good reason, according to its classic jurisprudence regulatory issue "directly concerns" the claimant. And for good reason, according to its classic jurisprudence on the direct assignment already envisaged , the judge required the demonstration of an effect on the legal situation of the applicant . However, often Union regulatory acts do not produce legal effects, but purely material effects, but, for the time being, the judge does not admit them in order to determine whether an applicant is or concerned "directly" .

-2. The application - without change - to acts likely to harm the environment Stitching Greenpeace. Such a configuration has been reproduced for environmental litigation without any specificity being detected. He

was never admitted as a procedural exception that would take into account a fact that in environmental matters a interests are by nature collective and that it is therefore even more difficult to identify the closed circle of applicant who meet the criteria adopted by jurisprudence. Reading the first relevant judgment in this area, the Stitching Greenpeace judgment allows illustrate it, but are linked to the consequences negative for the environment. According to them, to check whether an individual is individually concerned by an act when invoking environmental damage, the judge should require the applicant to establish the three following: a) that he personally suffered harm (actual or potential), because of the behavior allegedly unlawful of the community institution concerned, for example the violation of its rights in matters damage to its legitimate interests arising from this environmental good; b) that the damage results from the contested act; and c) that the damage is likely to be repaired by a decision legal. The Advocate General himself had argued for a "desirable extension of the case law " because of the special nature of acts in the field of the environment which, in fact, are likely to affect broad categories of citizens in a general and abstract manner which can lead to dismiss, in application of the Plaumann case law, for this reason alone, all the appeals brought. He proposed therefore a scheme - distinct from that of the applicants - articulated around the so-called "closed circle" criterion of subjects affected "in a particular way" either for geographical reasons or for other reason)which are quite clearly confused with the concept of damage . The Tribunal and then the Court did not, however, take over these proposals and, on the contrary, clearly stated that the Plaumann case-law was applicable to environmental issues in order to conclude that the action is inadmissible. According to the Court,

the assistance of sufficient circumstances for the applicant to be able to claim that he is affected by the contested decision which characterizes him in relation to any other person, remain applicable, whatever a nature of a affected interest, economic or otherwise, of the applicants " and" the only reference to harm that are standing to act.

The Advocate General explains this maintenance: according to him "recognize any subject of law which interest in preserving the environment is affected by an act of a community institution the right to attack this act would be tantamount to admitting popular action in all matters having a dimension environmental " However, "an evolution of the jurisprudence in this direction is impossible, because, in addition to the practical obstacles it encounters, it runs counter to the letter of the treaty ".Later stops. This jurisprudence has not changed since then , especially since the particular hypotheses recognized by the judge for other areas do not, in the area of the environment, not flourished . Admittedly, the change brought about by the Lisbon Treaty could have changed the situation. She should open for example, for economic operators affected by regulatory acts for the protection of the environment, new opportunities for access to the judge subject, of course, to the conditions provided for by the Treaty are met, which has not yet been done. However, with regard to recourse of environmental associations or NGOs against regulatory acts likely to harm the environment, opportunities should not be expanded unless the measure in question does not affect, which is highly unlikely, directly its legal status. We will note moreover that none action by environmental associations or NGOs was not considered admissible by the judge for Nor did was found admissible , the appeal of an association promoting the sustainable use of resources natural resources, WWF-UK, in annulment of a Council regulation establishing, for 2007, the fishing opportunities and the associated conditions for certain fish stocks applicable in Community waters .

RESULTS AND CONCLUSION

Actions are considered admissible. The only admissible complaints concerned cases where associations or NGOs were addressees a decision. This was the case regarding to access environmental information. Because the NGOs were the recipients of decisions refusing requests for access to a certain documents, when they decided to bring actions for annulment against the decisions, they were mechanically considered admissible to act. [108]. This was also the case of the requests for "review" of measurements taken under

environmental law and this, in application of the regulations adopted by the Union were applied at the Aarhus Convention. This naturally leads, to consider these appeals, to question the effects of such a convention on access, alongside national courtrooms, to the courtroom of the union. However, it must be noted that, for the time being, the effects of the Convention still seem quite limited, although in the future they cannot be completely excluded.

The Union is, as we have said, alongside the States, a party [109] to the Convention and as such, its institutions, including the Court, are subject to the obligations of the Convention, in particular that provided for in Article 9-3 of the Convention. Moreover, a regulation no. 1367/2006 was adopted for this purpose, which aims to contribute to the execution of these obligations of the Aarhus Convention by the institutions and bodies of the Union.

The question is: May the Aarhus Convention (and its implementing regulations) imply a change in terms of access to the Union judge in the environmental field? This question of the effect of the Convention is an old question, probably as old as the date of signature by the Union of the said Convention. Very early on could be stressed that "the signing by the Union of the Aarhus Convention could provide" the external argument" somewhat exonerating internal hesitations which are capable of decisively accelerating evolution "[111] with regard to access to the courtroom. However, several years later, the effect of the Convention has not yet realized. First, as we have seen, the interpretation of the conditions of access to the judge - as provided for by the treaty - was not modified under the influence of the Convention. However, some applicants had argued before the court of the Union, the Convention precisely for this purpose. In particular, it had been argued that rights in of information and public participation enshrined in the Convention should be considered allowing to characterize (individualize) an applicant in relation to any person what the Tribunal has refused, stressing that "any rights which the applicant derives from the Aarhus Convention are granted to it in its quality of member of the public "and cannot therefore have an effect on the applicants' situation.

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ARTICLE 9-2: "Each Party shall ensure, within the framework of its national law, that members of the public concerned a) having a sufficient interest to act or, otherwise, b) asserting an infringement of a right, when the code of a Party's administrative procedure sets such a condition, may appeal to a body court and / or another independent and impartial body established by law to challenge the lawfulness, as to the merits and the procedure, any decision, any act or any omission falling under the provisions of article 6 and, if provided for in domestic law and without prejudice to paragraph 3 below, other relevant provisions of the this Convention ".

ARTICLE 9-2: "Each Party shall ensure, within the framework of its national law, that members of the public concerned a) having a sufficient interest to act or, otherwise, b) asserting an infringement of a right, when the code of a Party's administrative procedure sets such a condition, may appeal to a body court and / or another independent and impartial body established by law to challenge the lawfulness, as to the merits and the procedure, any decision, any act or any omission falling under the provisions of article 6 and, if provided for in domestic law and without prejudice to paragraph 3 below, other relevant provisions of the this Convention ".

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COM of 28 April 2017, C (2017) 2616 final. This communication can be seen as a response - anticipated- from the Commission precisely to the decision of the Committee in charge of the application of the Convention of Aarhus: the case-law of the Court on access to national courtrooms is presented there as the mark of respect for this international commitment by the institutions of the Union.

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The TFEU established, in particular by its articles 263 and 277, on the one hand, and 267, on the other hand, a "systemfull of remedies and procedures intended to ensure control of the legality of acts of the Union, in entrusting him to the Union judge "(CJEU, 19 Dec. 2013, Telefonica / European Commission, cited above, pt. 57).

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The Arabic Language in Social Medias' era

La lengua árabe en la era de los medios sociales

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ABSTRACT

This article aims to identify the challenges that are facing Arab countries to establish their language in the information society and social networks in particular. An attempt was made to identify the impact of the digital world on the language, followed by a statistical analysis approach. The type of study merits an analysis of reality data extrapolating the use of the Arabic language and its levels among diverse groups with multiple cultures and age stages distributed between less than 18-65 years

Keywords: Arabic language, information, social media.

RESUMEN

Este artículo tiene como objetivo identificar los desafíos que enfrentan los países árabes para establecer su idioma en la sociedad de la información y las redes sociales en particular. Se trató de identificar el impacto del mundo digital en el idioma, seguido de un enfoque estadístico de análisis. El tipo de estudio ameritó análisis de datos de la realidad extrapolando el uso de la lengua árabe y sus niveles entre diversos grupos con múltiples culturas y etapas de edad distribuidas entre menos de 18-65 años.

Palabras clave: Información, lengua árabe, medios sociales.

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INTRODUCTION

Today's world is witnessing a rapid acceleration and advancement of technology covering all fields of science and knowledge, and since the network community has overwhelmed the world and entered all fields of life, it is natural to be affected by the language, since it is a social networking material.

The research section is divided into several paragraphs:

• Communication revolution and its impact on language.
• Language and the challenges of the technological revolution
• Language attributes used in social networking sites.

We then conducted a statistical study that included the following:

A. Access to the Internet and devices that work on the Internet.
B. The quality and amount of time people spend on the Internet.
C. Language used and usage levels.
D. Gender, category and housing.

The question that this research wanted to answer is: What is the Arabic language in social networking sites? Are they capable of meeting global challenges?

Communication revolution and its impact on language

The world has witnessed in the modern era many events, and most important and most notable of these events, the electronic boom witnessed by the world, which is truly a transformational revolution in communication systems and methods that have shortened distances and contributed to a noticeable change, which has a direct impact on the lives of people and methods of education and ways Communication.

Social networking sites are defined as: "A class of sites that provide web-based services that allow individuals to build a publicly available feature within a specific system," or "a set of applications on the Internet that operate on the philosophy and techniques of the web, which allows the exchange of content between users"

The emergence of electronic media has affected all aspects of life until it re-emerged as the biggest qualitative leap in the world. It influenced attitudes, methods, behaviors and mutual activities until it emerged as part of the cultural globalization that swept the world.

This is what Manuel Castell argued when he saw the emergence of the networking community as a result of the interaction of two phenomena:

1. A cultural shift started in the 1960s as the spirit of chaos spread, and the tendency was to build more flexible and interactive social relations.
2. The technological revolution that emerged in the seventies of the last century, especially in the areas of wireless communication.

If we take these words seriously, the technological revolution that has swept the world is only part of the cultural globalization, hence the idea of the "global village", which is the birth of the digital technological revolution that covered the whole world.

It is obvious that this affects language, like any intellectual cultural activity practiced by man, through the use of language functionally in communication sites for correspondence, at a time when the spread of the media can be a factor of linguistic creativity contributes to the service of language and achieve security and spread, We do not have the negative impact that is spreading, especially if we know that the users of these means are not on a single level of educational education, which poses a clear danger to the language, exposing it to internal and external conflicts at the same time.

Language and the Challenges of the Technological Revolution

It is indisputable that the Arabic language has been exposed to many challenges through its long history, and this is evident in the era of digital media, scientific progress, technology and the boom witnessed in the

world caused a defect in the language, and this is even more dangerous if we know that it touches all segments of society, As well as the breadth of its geographical area and its social, economic and educational effects, and perhaps we do not exceed the truth and do not move away from it if we make this danger beyond language to touch identity, because identity is closely linked to the language, because it is not only a means of communication and understanding, but is a tool expressing confidence These components are directly related to each other because "language is the basis of culture, culture is the basis of civilization, and civilization is a translation of identity, hence the language is the most important factors that contribute to the formation of the identity of the nation. Nation and carry it. "

This link between language and cultural identity has led some thinkers to think about what is happening between languages from a linguistic conflict in which the strongest survive, in pursuit of linguistic unity, so the British thinker Herbert George Wales sees the possibility of a linguistic conflict wondering which language will prevail, What is the reason for this, and then goes on to say that there is a possibility of fierce competition between the leading languages left two or three languages called the languages of the whole.

David Cristial, who also spoke about the impact of the Internet and the role it plays in language, posed several questions:

• Does the English-controlled Internet put an end to other languages?
• Do loose e-mail standards end the writing and spelling as we know it?
• Does the invention of the Internet begin a new era of technological mobilization?

Cristial's view is something of a prediction of the occurrence of a fourth linguistic mediator.If we previously put spoken language versus written language, and sign language versus computerized language, now we have a new word, that of the network, it is something radically different from writing and speech, ie It is as we called it a fourth mediator.

The Arabic language, like the rest of the international languages, must be affected by what is going on around it, especially as it faced and faced such challenges a long time ago, and perhaps the challenge has become more fierce in the era of digital technology, it was evident in the language of messaging, communication and media through the means available, especially Among young people, the language has changed at their hands and lost its original features, to the extent that the mix of Arabic and Western terms as well as the spread of vernacular in which the language lost its essence and luster.

To this great challenge, and because "every language in this era has no presence on the Internet .... is completely out of the range of movement, that is, in one word is not present" so the location of the language between languages is measured by the extent to which any If we apply this to the Arabic language, we find that it has registered a distinct presence in the World Wide Web, stopping the statistics provided by the "Arab Network for Information and Human Rights" and "Lebanese Skills Foundation" on the report entitled "Internet Report in the Arab world until the end 2015 'shows a relatively high level of progress Arabic was ranked among the top ten languages with different rankings according to the criteria used.

The report, prepared by the Mohammed bin Rashid School of Government on the Arab Social Media Report, found that the number of social media users in the Arab world has increased with the limited availability of relevant Arabic content on the Internet. The 285-language platform is less than 0.9%, which is small compared to the Arab world's population.

Features of the language used in social networking sites

Language is linguistic symbols or signs or codes understood by the language of one language, and in return for this language understood other symbols (non-linguistic) and popularized in social media carrying a guiding, religious, educational or recreational character, and appeared in the form of graphics or images Or other symbols such as hearts, miscellaneous signs, etc.

The abbreviation style is also common in letters, sentences and phrases, such as (on) you write (p), and (in) you write (q) whether singly or in common with other words, also abbreviated some phrases such as:

(good night) you write (v. G), the words (peace be upon you) write (SA), (peace be upon you) write (SA) and much more.

This has led to the creation of a new language alien to the Arabic language, which leads to distortion of the language and thus negatively affect them.

Furthermore, we note that the language of the Internet is a language with attributes that can be summed up as follows:

1. It is a hybrid language between different languages (including Arabic and English) and thus emerged what is known as (Arabic), which is as follows:

a. Write Arabic words with English letters, and replace numbers with unrivaled letters in English, such as assalam3 Laikom

B. The use of special symbols instead of Arabic letters towards the number (7) corresponds to the letter H, and the number (2) corresponds to Hamza, and the number (3) corresponds to the eye ... And so

C. Write English words in Arabic letters such as: (Cansel, Sword, Dalit, JQuery, Restart) and others.

2. That the language used is not subject to the rules of the recognized language because of the abbreviations, whether in Arabic or foreign letters, the word (YOU) is written (u) and the word (For) is written (4).

3. It is a language where abbreviations abound, emotions are expressed in symbols, such as:

• The العلامة tag indicates a smile.

• The العلامة sign indicates sadness.

4. This language is characterized by being a coded language whose meaning is understood only by those who use it, for example:

C U soon see you soon

2 day today

4 m for me

2 m to me

In the face of this huge number of terms and symbols and the rapid acceleration in their spread and transition to the language of the modern talk, we carried out a regional study, aimed at ascertaining the status of the Arabic language and its location from other languages. The questionnaire was conducted in a credible manner according to comprehensive paragraphs that were met for research purposes. This questionnaire covered all available and common means of communication, and was applied to different age groups and from different environments and the Arab world.

We have relied on four dimensions:

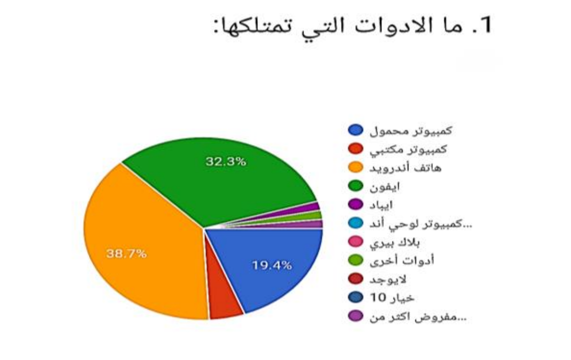
First: access to the Internet and devices that operate the Internet.

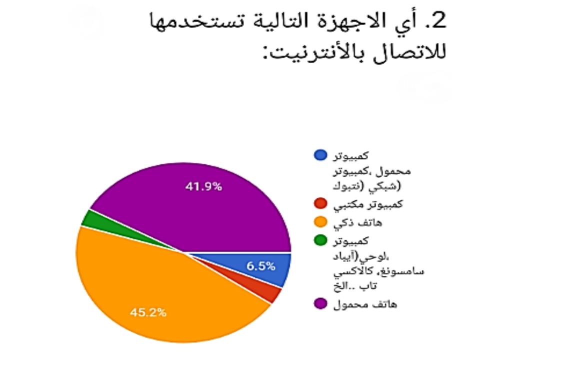
Second, the quality and quantity of time people spend on the Internet.

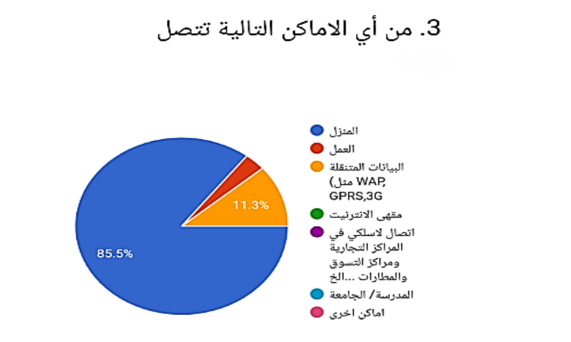
Third: the language used and levels of use.

Fourth: Gender, category and housing.

First: access to the Internet and devices that operate the Internet

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<td>• 38.7% of respondents said that they own a smart phone running Android system.
• 32.3% of respondents indicated that they own a smart phone that runs on the iPhone
• 19.4% of respondents said that they own a laptop</td>
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<td>• 45.2% of respondents connect to the Internet through smart phones
• 41.9% of respondents connect to the Internet via mobile phone.
• 6.5% of respondents communicate through a laptop computer.</td>
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<td>• 85.5% of respondents indicated that they connect to the Internet through the home.
• 11.3% of respondents indicated that they are connected to the Internet via mobile data.
Second: the quality and quantity of time people spend on the Internet:</td>
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4. كم من الوقت تقضيه على الانترنيت

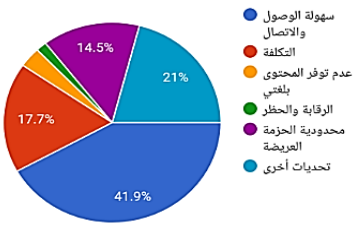


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• 25.8% of respondents spend 5-7 hours on the Internet.
• 22.6% of respondents spend 3-4 hours on the Internet.
• 19.4% of respondents spend 1-2 hours on the Internet.
• 12.9% of respondents spend more than 10 hours on the Internet.
• 9.7% of respondents spend 8-10 hours on the Internet and the number of respondents who spend less than an hour.

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5. ما هي التحديات التي تواجهها أثناء استخدام الانترنيت

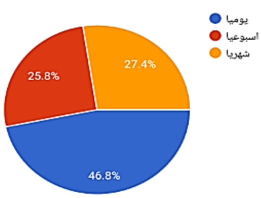


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• 41.9% of respondents said that they face challenges in network connectivity and Internet access.
• 21% of respondents indicated other challenges.
• 17.7% of respondents said that the cost of Internet access was very high.
• 14.5% of respondents indicated the limited broadband.

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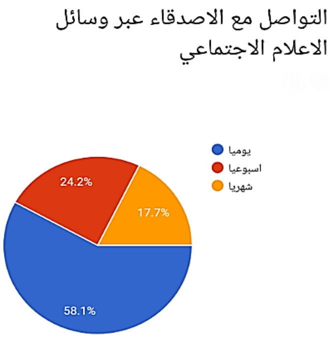
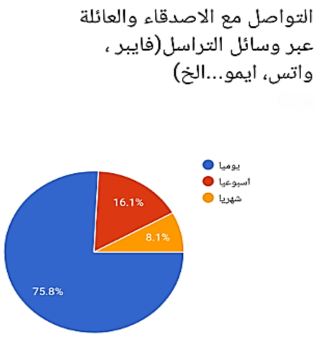
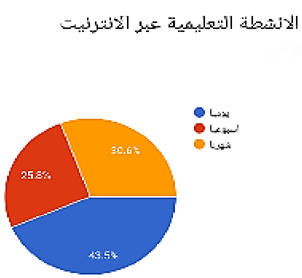
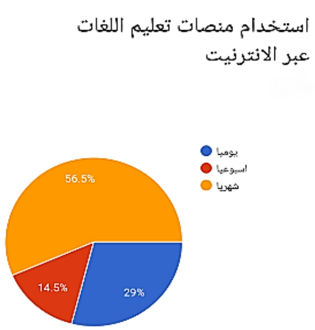
التواصل الاجتماعي مع الاصدقاء أو العائلة عبر برنامج الصوت عبر بروتوكول الانترنيت

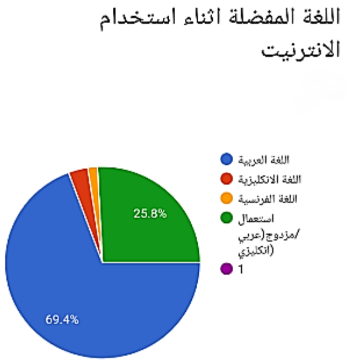


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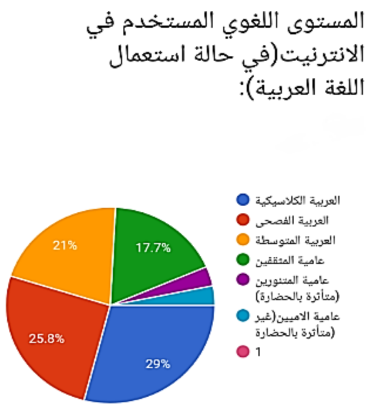
• 46.8% of respondents said that they use the voice program daily to communicate with friends through the social network.
• 27.4% of respondents said that they use the voice program monthly to communicate with friends through the social network.
• 25.8% of respondents said that they use the voice program weekly through the social network.

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	• 58.1% of respondents communicate daily with friends through social media. • 24.2% of respondents communicate daily with friends through social media. • 17.7% of respondents communicate daily with friends through social media.
	• 75.8% of respondents communicate daily with friends via social messaging. • 16.1% of respondents communicate weekly with friends via social media. • 8.1% of respondents communicate monthly with friends via social messaging.
	• 43.5% of respondents are looking for educational activities daily. • 30.6% of respondents are looking for educational activities monthly. • 25.8% of respondents are looking for weekly educational activities. Third: the language used and the levels of use:
	• 56.5% of respondents use online language learning platforms every month • 29% of respondents use online language platforms • 14.5% of respondents use online language learning platforms weekly.

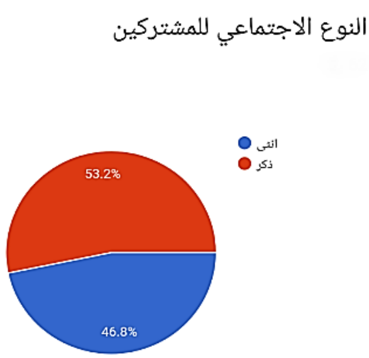


- 69.4% of respondents prefer using the Arabic language through the internet.
- 25.8% of respondents prefer dual language use (Arabic / English).



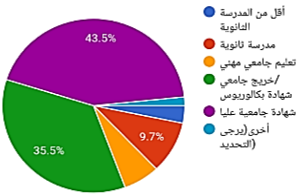
- 29% of respondents use the classical Arabic level in their activities via the Internet.
- 25.8% of respondents use standard Arabic in their activities via the Internet
- 21% of respondents use the medium level of Arabic in their activities via the Internet
- 17.7% of respondents use the slang level of intellectuals in their activities via the Internet

Fourth: Type, category and housing:

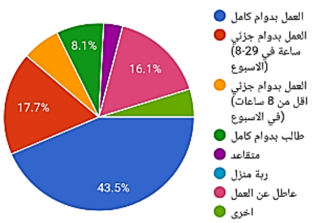


- 53.2% of respondents are male.
- 46.8% of respondents are female.

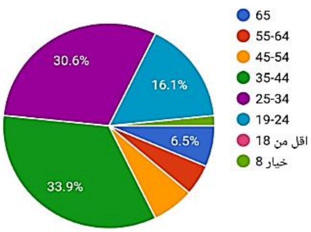
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مستويات التحصيل التعليمي لدى المشتركين.



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<td>
• 43.5% of respondents had a university degree.
• 35.5% of respondents are university graduates.
• 9.7% of respondents hold a high school diploma.
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الحالة الوظيفية لدى المشتركين.

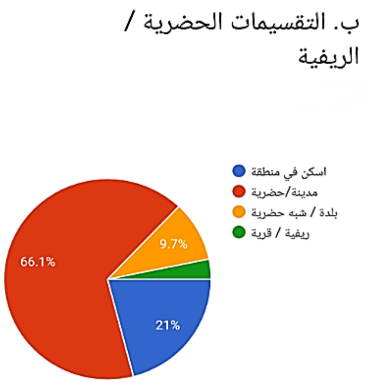


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<td>
• 43.5% of respondents are full-time employees.
• 17.7% of respondents are part-time employees.
• 16.1% of respondents are unemployed.
• 8.1% of respondents are full-time students.
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تقسيم المشاركين حسب اعمارهم



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<td>
• 33.9% of respondents between the ages of 35-44.
• 30.6% of respondents aged between 25-34.
• 16.1% of respondents aged 19-24
• 6.5% of the respondents aged 65.
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Año 25, n° Extra 1, 2020, pp. 356-366

 	• 66.1% of respondents live in an urban city. • 21% of respondents live in an area. • 9.7% of respondents live in a semi-urban town.

It is evident from the advanced statistical data conducted that the Arabic language occupies a distinct position among the languages on the social networking site, despite the cultural, cultural and environmental diversity of users _ within the Arab world _, but this research found that most users of the social network tend to use the Arabic language on Other languages This enhances the status of the Arabic language and makes it among the most widely used international languages.

The research has monitored all the linguistic levels of the Arabic language used through electronic social networking applications and we found a variety of levels of use, some of which are very close to classical Arabic and classical Arabic, and some of which are very far away to reach vernacular, while slang intellectuals stood a middle position between them, became We have multiple forms of Arabic depending on the user's cultural and age levels.

CONCLUSION

In conclusion, we list here the most important findings of the research, which are the following:

- The emergence of the networking community has a significant impact on language, like any intellectual intellectual activity practiced by man, through the use of language functionally in the communication sites for correspondence, while the spread of the media can be a factor of linguistic creativity contributes to the service of language and achieve. We do not see the negative impact that is spreading, especially if we know that the users of these means are not at the level of one educational education, which poses a danger to the language exposed to internal and external conflicts at the same time.
- The challenge has become more fierce in the age of digital technology; it was evident in the language of correspondence, communication and media through the means available, especially among young people; the language changed at their hands and lost its original features, to the extent that the mix of Arabic and Western terms as well as the spread of vernacular and lost Language is its essence and luster.
- It was found from the advanced statistical data conducted that the Arabic language occupies a distinct position among the languages on the social networking site, despite the cultural, cultural and environmental diversity of users _ within the Arab world, but this research found that most users of the social network tend to use the Arabic language This enhances the status of the Arabic language and makes it among the most widely used international languages.

- Call for attention to the Arabic language through the unification of the efforts of linguistic assemblies and research centers to Arabize social networking programs.
- Call for computerization of the Arabic language
- The work of Arab search engines comparable to foreign search engines (yahoo, Google)
- Creating digital audiovisual contents with Arabic content comparable to Western ones.

FOOTNOTES

The role of social networking sites in change, a paper presented to the seventeenth scientific conference entitled "culture of change": 23.
The same source.
How to think about social networks: 18.
The Arabic Language and the Formation of Identity in the Context of Globalization.
Encyclopedia Universalils, France.SA, 510
The same source.
Seen: Arabic and modern means of communication: 32.
The Status and Challenges of Arabic in Globalization 28. WWW.Majma.Org.jo/majma/imdex.php/2002-2
High Tech Events Website WWW.ahdath.info/p=71518
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Arabic is seen in the language of mobile phone.

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Self-Security and its Relation to Decision Making in Teachers at the College of Education for Humanities

Seguridad personal y su relación con la toma de decisiones en los maestros de la Facultad de Educación de Humanidades

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ABSTRACT

The objective of this research is to identify the relationship between personal security and decision making among the teaching staff of the Faculty of Education of Human Sciences in light of the variables: displacement, sex and marriage. The research sample consisted of 54 teachers who were displaced outside the city of Mosul during their occupation: Those who remained in the city for the academic years 2014 - 2017, and those who did not move. The results were analyzed using the Pearson correlation coefficient and its T value.

Keywords: Decision making, faculty of education, personal security, teachers, University of Mosul.

RESUMEN

El objetivo de la presente investigación es identificar la relación entre la seguridad personal y la toma de decisiones entre el personal docente de la Facultad de Educación de Ciencias Humanas a la luz de las variables: desplazamiento, sexo y matrimonio. La muestra de investigación consistió en 54 maestros que fueron desplazados fuera de la ciudad de Mosul durante su ocupación; aquellos que permanecieron en la ciudad para los años académicos 2014 - 2017, y aquellos que no se desplazaron. Los resultados se analizaron utilizando el coeficiente de correlación de Pearson y su valor T.

Palabras clave: Facultad de educación, maestros, seguridad personal, toma de decisiones, Universidad de Mosul.

Recibido: 10-02-2020 ● Aceptado: 26-04-2020

INTRODUCTION

Psychological security is a state of feeling of psychological comfort and tranquility facing the individual in his daily life, despite the circumstances of the environment, social, economic and political that have passed in the years prior to our beloved Iraq in general and our city Mosul humpback in particular. It has a role in the instability Psychological comfort. Decision-making is an individual's access to a good level of puberty in the mental, cultural, social, political and economic aspects of the judgment of daily life situations, despite the difficult circumstances that once, the frequent psychological tensions, and disorders, faced the individual during these periods. They saw the scenes that affect the individual psychologically and those real scenes directly or in the form of transmission via television or the Internet.

It led to the feeling of the individual in society in general psychological instability because of those circumstances. In addition, my colleague and I were part of this small society. We were suffering from psychological disturbances and severe psychological tensions. They played a big role in its impact on all aspects of social, economic and cultural life. It led to a negative reflection on how to make the appropriate fateful decision in the daily life of security and socially unstable. It attracted our attention as researchers in this topic. We could identify the extent of psychological security and its relationship to make the fateful decision appropriate timely teaching of the Faculty of Education for Humanities at the University of Mosul, being part of this society, which has undergone the same conditions.

The importance of the research

In the name of God the Merciful ((and the same and what else), the inspiration of her wicked and strengthened her. Who hid himself in sins (Koran, Surat al-Shams verse 7-8-9-10).

The university teacher and student are essential in achieving the economic, social and cultural development of the society. The university is a platform for thought, literature, educational behavior, and a beam for scientific research, and a wheel for innovation, renewal of science and knowledge, and trying to work to solve the problems facing society. In addition, it is a scientific institution responsible for developing, preparing scientific and vocationally trained cadres and qualifying them to the labor market, as well as purifying and preserving cultural heritage from impurities and continuing its survival amid political changes (Al-Salami, 2019, p.5).

The mission of the university is mainly to develop human resources, and to build the individual's intellectual, scientific, and cognitive abilities in all disciplines in order to improve the quality of work that emphasizes the integrated tool, and to achieve the development of the aspirations of the citizen present and future for theoretical, applied and technical fields (Idris and Morsi, 2002: 41).

Psychological security is a comprehensive concept addressed by many theories in psychology, and the first to talk about the concept of psychological security is the world (Maslow), where he defined as a central axis of the psychological state as a case does not mean symptoms of disease, but the ability of the individual to face the emotions and frustrations, psychological means the absence of a sense of fear, danger, anxiety, and psychological security a sense of tranquility and emotional stability and material and reasonable degrees of acceptance and acceptance in the relationship with the human environment and society in a relatively stable psychological state (Al-Tayyar, 2017: 48).

The decision-making for psychology is relatively recent under non-psychological theories such as the theory of economic benefit of Daniel Mernoli 1738. It is the basic profit in his theory, i.e. the possibility of improving options and alternatives and rationality in the connection to take the appropriate decision for the purpose of obtaining the greatest benefit, and in 1960 Levine stressed his theory on the level of Aspiration, which represented a non-distorted realistic picture of the expected self-benefit when making a decision in any situation (Doski, 2017: 31).

Research objectives

The aim of the present research is to identify the relationship between psychological security and decision making in teaching the Faculty of Education for Human Sciences in the light of two variables (sex and displacement) by answering the research questions.

Research questions

Q1 - What is the level of psychological security when teaching the Faculty of Education for Humanities?

Q2 - What is the level of psychological security when teaching the Faculty of Education for Humanities according to the variables of sex and displacement?

Q3 - What is the level of decision-making when teaching the Faculty of Education for Humanities?

Q4: What is the level of decision-making when teaching the College of Humanities according to the variables of sex and displacement?

5 - Is there a correlation between the variables of psychological security and decision-making?

6 - Is there a correlation between the variables of psychological security and decision-making depending on the displacement variable?

7 - Is there a correlation between the variables of psychological security and decision-making depending on the sex variable?

8. Is there a statistically significant difference between the correlation coefficients according to the displacement variable?

9. Is there a statistically significant difference between the correlation coefficients according to the sex variable?

Is there a statistically significant difference between the correlation coefficients of the two variables of psychological security and decision-making?

search limits

The present research is determined by all teaching staff of the Faculty of Education for Humanities at the University of Mosul who were displaced and non-displaced for the year 2018-2019.

Definition of terms

Psychological security

- Everyone knew him as

1 - (Adler Adler): - The individual feeling that he is safe and free from danger and threat in the course of his life without the presence of challenges (Fatil & Keddy; 12).

2 - (Naima, 2012): - Is a group of feelings and feelings of the individual feel accepted and loved by the community, and the lack of sense of danger and threat, and awareness of the importance of others in his social and psychological pills (Naima, 2012: 120).

3- (Ahmed Zaki 2003): - The stillness of the heart, the Covenant, protection, safety, security, and away from the threat, fear and the ability to face the unexpected and unexpected surprise without disturbance or disruption in the situation (Noureddine, 2017: 7).

The theoretical definition of research: - Is the genetic and environmental stock of emotions and feelings, emotions, love, hatred and other feelings appear when external and internal stimuli that are within the joyous and sad situations and the ability of the individual to feel the high or low feeling and lack of support by the social, economic and cultural side.

Procedural definition of research: - Is the response of teachers with feelings and sensations working on security and psychological protection by answering the paragraphs of the measure of psychological security, which is the total degree obtained by the teaching.

Decision Making

Both knew him as

1- (Hamad and Haytham 2014): - The process by which an alternative is selected from a group of alternatives is the potential that can be exposed to the individual through the activities of life and conflict (Al Doski, 2016).

2- (Al-Masgouni, 2015): - It is a selection process in an alternative position of alternatives according to the available verifiable materials (Salami, 2019).

3 - (Albram. 2016): - is the mental ability that leads to testing the appropriate alternative of many alternatives is the final choice may be a position, or work, or an opinion (Albram, 2016).

Theoretical definition of research: - is the accumulated genetic and environmental information, experiences and ideas formed during the course of life, appear when external positions that are within the positions of joy and sad and the ability of the individual to behave and take a specific position on a particular problem.

Procedural definition of the research: - Is the response of the teaching positions to take the appropriate decision to solve the problem by answering the paragraphs of the decision-making scale, which is the total degree obtained by the teaching.

Previous Studies

1- (Dosky, 2016)

(Psychological endurance among Mosul University students and their relationship to their ability to make decision)

The research aims to identify the level of psychological endurance among the students of the University of Mosul and its relationship with the ability to make decision in the alternative site Duhok and Kirkuk according to sex variables (males and females), specialization (scientific, human) and the impact of these variables on psychological endurance and decision-making, and used the first tool to measure psychological endurance In the form of (46) positions and each position has three alternatives (A_B_C) and the researcher extracted virtual honesty and distinguish paragraphs and stability in a re-test method if the tool obtained a ratio of stability (72%), and the second tool to measure decision-making capacity, consisted of (20 Each position has four alternatives (a_b_c_d) and one of these primitives True, according to the correction key. The apparent validity was verified, and according to the stability of the re-test method, the tool obtained a stability rate (72%), the research community consisted of students of the University of Mosul for the first and fourth grades for the academic year 2015_ 2016, and the number (294) students, including (166) students (128) students (135) of them with scientific specialization and (159) of human specialization. The necessary statistical treatments were used using arithmetic averages, T - test for one sample, T - test for two independent samples, as well as Pearson correlation coefficient. The study reached the most important results, including the psychological endurance of university students at a good level, the university students enjoy an average level in the ability to make a decision (Al-Doski, 2016: AB).

2- (Salami, 2019)

(Strategic Management and its Relationship with Decision Making by Heads of Mosul University Colleges Department)

The aim of the present research is to identify the level of strategic management among the heads of the departments of the colleges of Mosul University in general and the level of decision-making among the heads of the departments of the colleges of Mosul University in general and the correlation between the variables of strategic management and the decision-making variable among the heads of departments of the colleges of Mosul University. The head of a department comprising 61% of the research population, of which 58 are scientific and 19 are humane, of which 60 are male heads, representing 78% of the sample and 17 female

heads. (22%) of the sample, in order to achieve the objectives of the research requires the researcher to build the basic management scale The research tools were characterized by honesty, distinction and consistency and became finalized consisting of (60) paragraphs for the strategic management scale and (38) for the choice of decision-making, and applied research tools. During the academic year (2017_2018), the duration of application took (28) days. After collecting and analyzing the data, the results showed that there is a statistically significant difference in favor of the arithmetic mean of the sample responses. This means that the heads of the departments of the colleges of Mosul University possess a good level of strategic management. In their work ed In my opinion, the presence of a statistically significant difference can be attributed to the gender variable between the heads of the departments of the colleges of Mosul University in the level of strategic management and for the benefit of males. , The presence of a statistically significant difference can be attributed to the variable of specialization between the heads of departments of the colleges of Mosul University in the level of decision-making and for the benefit of scientific specialization. Relationship Correlation between the variables of strategic management and decision-making.

3- (Noureddine, 2017)

(Psychological security and its relationship to motivation for achievement)

The study aims to reveal the relationship between psychological security and motivation for achievement among employees of the Department of Commerce of Mostaganem. In (70) employees of the Directorate of Commerce of Mostaganem, the student reached through this study the following results, the level of psychological security of the directorate staff is very high, the level of motivation for achievement of the directorate staff is very high, there is a positive correlation with a statistically significant relationship between the psychological security of parents There are statistically significant differences in the responses of employees to psychological security attributable to (years of experience, family situation), there are statistically significant differences in staff responses to motivation for achievement attributed to (years of experience, family situation). (Nour El Gene, 2017: c).

METHODOLOGY

This chapter includes a description of the research community, the method of selecting the research sample, and methods of preparing the two research tools used to measure variables, data collection, and statistical methods used to process the data.

1- Society: -

The society is all the vocabulary of the phenomenon that the researcher wants to identify to study (Melhem, 2009: 149), the research community included teaching and teaching faculty of the Faculty of Education for Humanities at the University of Mosul for the displaced and non-displaced, and (272), including (179) teaching, (93) teaching and table (1) Explain this.

Table 1
The research community represents the teaching staff of the College of Education for Human Sciences University of Mosul

Total		Non-displaced		Displaced		**sections**
Non-displaced	Displaced	Females	Males	Females	Males	
36	25	18	18	10	15	Educational and psychological sciences
12	13	2	10	5	8	English language
10	12	5	5	4	8	Sciences of Geography
40	21	14	26	8	13	Sciences of History
29	10	5	24	0	10	Sciences of Quran
40	24	14	26	8	16	Arabic language
167	105	58	109	35	70	Total

-The research sample:-

The research sample represents a part of the total research community, and represents the characteristics of that society, and benefit from it in short for money, effort and time (David, Anwar, 1990: 87). The consistency of (27) teaching and teaching, and the second sample final application (54) teaching and teaching and table (2) illustrates this.

Table 2
Represents the research sample of the teaching staff of the Faculty of Education for Humanities University of Mosul

Total		Non-displaced		Displaced		**sections**
Females	Males	Females	Males	Females	Males	
10	10	5	5	6	4	Educational and psychological sciences
4	5	1	3	3	2	English language
4	6	2	2	3	3	Sciences of Geography
9	8	5	4	4	4	Sciences of History
6	3	2	4	0	3	Sciences of Quran
8	8	5	3	4	4	Arabic language
41	40	20	21	20	20	Total

3- Search Tool: -

It is necessary to provide in the current research is the preparation of two tools through which to achieve the objectives of the research, namely the preparation of the measure of psychological security as well as the decision-making scale and the following procedures for the preparation of measures.

First: - The psychological security tool

Through the study of the researchers on several studies, literature and metrics, such as the study (pilot, 2016), the study (Noureddine, 2017), the study (Saqqa, 2018), and study (Alon, 2015) and consult several experts in the field of psychology, measurement and evaluation To prepare a measure of psychological security consisting of (24) paragraphs and five alternatives (strongly opposed - opposed - neutral - agree - strongly agree).

1- Virtual Certification of the tool

Honesty is the validity of the scale and its ability to measure what it prepared to measure (Harrison, 1983; 11) the use of virtual honesty, because honesty is one of the characteristics necessary to build tests and psychological and educational measures (Muhammad, 2004: 399), where the tool was distributed as a preliminary to a group of experts And the arbitrators in the competence of educational and psychological sciences and in the competence of measurement and evaluation in order to indicate their views on the validity of paragraphs of the scale and the extent of agreement between the experts on the accuracy of the paragraphs and validity of application and then extracted the rate of agreement of experts and arbitrators on the scale and the rate of agreement (90%), where some paragraphs have been modified and deleted From the curator Where the scale settled on (22) paragraph.

2- Stability

Stability means the stability of the test or the scale that the relationship of the individual does not change fundamentally by the frequency of the test or measure and is expressed as the coefficient of correlation of individual scores and the different methods of conducting the test (apparent, 2002: 14). To find the coefficient of stability, the researchers used the mid-segmentation where the scale was divided into even paragraphs and individual paragraphs. After processing the paragraphs with the Pearson correlation coefficient test, the correlation coefficient reached 89% and eighty-nine, which is good and reasonable stability. Between (70% - 90%) of seventy to ninety percent (Abu Hweij, 2002: 139), and thus the coefficient is good for stability and after the questionnaire is ready for final application.

3- Application tool

After completing the scale, the scale was distributed to the research sample of (45) teaching and teaching distributed across six departments of the Faculty of Education for the Humanities for the academic year (2018-2019), where the meter provided for the request to answer the scale form and therefore give an explanation of the title of the research and the answer and gives full information , And read the paragraphs well before answering them, so please do not, leave any question unanswered, and finally ask the respondent at the end of the answer to mention the section and sex and displaced or non - displaced, continued to apply the scale for a month.

Second: The decision-making tool

1- The sincerity of the tool

Honesty is the first, last and most important condition of the validity of the scale (Mikhail 2001, p. 255) to verify the truthfulness of the researchers virtual honesty where the test is apparently sincere if the paragraphs go to measure the objectives of the research and consistent with the title of the scale (Samara 1989, p. 110) if the researchers presented Paragraphs of the scale in its initial form, which consists of image (A) and image (B) on a group of experts in the educational and psychological sciences, measurement and evaluation and experienced and know-how, and after taking their observations and opinions made some minor adjustments to some paragraphs have obtained the agreement rate (81%) .

2- Stability of the tool:

Stability of the instrument is a prerequisite of the objectivity of the research instrument (Al-Rousan, 1999: 3). Stability refers to the degree of stability of the results in estimating an attribute or behavior (Al-Nabhan, 2004, 229). By isolating individual and even paragraphs and conducting a statistical process, the Pearson correlation coefficient between the individual and even paragraphs reached 84%, and the Spearman test coefficient of 76%.

3 - Application tool:

The researchers distributed the scale and its final form to the members of the research sample consisting of (54) teaching and teaching at the Faculty of Education for Human Sciences University of Mosul and when the distribution of the scale and asked them to answer the same paper scale by indicating the alternative that suits them, as they see fit with emphasis on the attached data On the scale related to the identity of the respondents.

DISCUSSION

This chapter includes an explanation of the results reached by the researchers by unloading the data from the two tools to search and analyze the data according to the research variables and to detect the correlations between the two tools according to the research variables.

First: - Results related to the first question

(Identify the level of psychological security when teaching the Faculty of Education for Humanities)? To answer this question and achieve the first goal, the researcher extracted the arithmetic mean, standard deviation and T-tst test for one sample of the total sample of the psychological security variable and the results are listed in Table (3).

Table No. (3)

It shows the mean, standard deviation, and T-tst value for the psychological security variable

level Significance	T value		standard deviation	Arithmetic mean	Theoretical mean	number	variable
	Tabulated	Calculated					
Function	2.00	11.171	7.784	77.833	66	54	Self-Security

It is clear from table (3) above that the mean of the sample of the sample as a whole was (77.833), with a standard deviation (7.784) and when compared with the hypothetical average of (66) using T-test of one sample shows the calculated value was (11.171) while the tabular value (2.00) at the level of significance (5%) and the degree of freedom (35) This means that the calculated T value is greater than the tabular T value, that is, there is a statistically significant difference with a high level of psychological security and for the benefit of the sample. Humanity with a high level of psychological security in general.

Second: - Results related to the second question

What is the level of psychological security when teaching the College of Education for the Humanities according to the variables of sex and displacement), and to answer this question, the researchers applied the T test for two independent samples of displacement and sex and table (4) shows that.

Table No. (4)

The mean, standard deviation and T-test value for psychological security are shown according to the displacement and gender variables

T value	T value		standard deviation	Arithmetic mean	number	variable
	Tabulated	Calculated				
Is a function	2.00	0.31	8.8180	78.0333	30	Displaced
			6.4398	77.5833	24	Non-displaced
Function	2.00	2.44	7.7703	79.3667	30	Males
			7.5233	75.9167	24	Females

It is clear from Table (4) that the t-value calculated according to the displacement variable was (0.31), which is less than the tabular value of (2.00), which means that there is no statistically significant difference between the displaced and non-displaced, while the t-value calculated for the sex variable was (2.44) which is greater than the t-tabular value of (2.00) This means there is a statistically significant difference between males and females and in favor of males. In order to clarify the researcher's conclusion in the first question, he extracted the arithmetic averages and standard deviations according to the sex and displacement variables to identify the location of the psychological security force.

Table No. (5)
It shows the mean and standard deviations of the psychological security variable according to the gender and displacement variables

Total	Females	Males	**Sex** / **Displacement**
30	11	19	Displaced
78.0333	75.5455	79.4737	
8.81802	9.46957	8.33579	
%70.9	%68.6	%72.2	**percentage**
24	13	11	Non-displaced
77.5833	76.2308	79.1818	
6.43980	5.79013	7.06850	
%70.5	%693.	%71.9	**percentage**
54	24	30	Total
77.833	75.9167	79.3667	
7.78424	7.52339	7.77034	

It is clear from Table (5) when comparing the arithmetic averages that the displaced teachers enjoy more psychological security than the displaced teachers, as well as the non-displaced teachers have more psychological security than the non-displaced teachers, and in general that the displaced and non-displaced teachers have better psychological security. The researcher attributes that the teachers have more ability to face difficult situations than the teaching staff, while the displaced teachers and teachers were more concerned with the psychological security of the non-displaced. The IDPs were far from the psychological pressures faced by non-IDP teachers.

Third: - Results related to question III

(Identify the level of decision-making when teaching the College of Humanities)? To answer this question and achieve the first goal, the researcher extracted the arithmetic mean, the standard deviation and the T-tst test for one sample of the total sample of the decision-making variable and listed the results in Table (6).

Table No. (6)
The mean, standard deviation and T-tst value for the decision variable are shown

level Significance	T value		stanard deviation	Arithmetic mean	Theoretical mean	number	Variable
	Tabulated	Calculated					
Function	2.00	8.808	15.496	171.579	153	54	Make decision

It is clear from table (6) above that the mean of the individuals of the sample as a whole was (171.579), with a standard deviation (15.496) and when compared with the hypothetical average of (153) using the T-test of one sample showing the calculated value was (8.808) while the tabular value (2.00) at the level of significance (5%) and the degree of freedom (53) This means that the calculated T value is greater than the tabular T value, that is, there is a statistically significant difference and a high level of decision-making ability for the benefit of the sample, and the researcher finds the result to the enjoyment of teaching and faculty Education for the humanities with a high level of decision-making ability in general .

Fourth: - Results related to question IV

(What is the level of decision-making when teaching the College of Humanities according to the variables of sex and displacement)? To answer this question, the researchers applied the T test for two independent samples of displacement and sex. Table (7) shows that.

Table No. (7)
It shows the mean, standard deviation, and T-tst value for decision-making, depending on the displacement and gender variables

level Significance	T value		standard deviation	Arithmetic mean	number	variable
	Tabulated	Calculated				
Is a function	2.00	1.30	14.129	170.233	30	Displaced
			17.215	173.950	24	Non-displaced
Is a function	2.00	0.50	17.181	170.633	30	Males
			13.362	172.075	24	Females

It is clear from Table (7) that the t-value calculated according to the displacement variable was (1.30), which is less than the tabular value of (2.00), which means that there is no statistically significant difference between the displaced and non-displaced. This means that there is no statistically significant difference between males and females. The researcher attributes this result to the equal ability to make equal decision between displacement and sex variables.

To illustrate the researcher's conclusion, he extracted the averages and standard deviations according to the sex and displacement variables to identify a position of strength in decision-making.

Table No. (8)
It shows the mean and standard deviations of the decision-making variable depending on the gender and displacement variables

Total	Females	Males		**Sex** / **Displacement**
30	11	19	N	Displaced
170.233	169.459	170.682	X	
14.129	10.318	16.1831	S	
%68.6	%68.3	%68.8	**percentage**	
24	13	11	N	Non-displaced
173.950	175.538	170.545	X	
17.215	15.333	19.613	S	
%70.1	%70.7	%68.7	**percentage**	
54	24	30	N	Total
171.574	172.0750	170.633	X	
15.496	13.362	17.181	S	
%68.1	%69.3	%68,8	**percentage**	

It is clear from table (8) when comparing the averages in general that the displaced teachers have the ability to make the decision more than the teaching displaced women, while the teaching of non-displaced women have the ability to make more decision than the teaching non-displaced, and in general that the teaching displaced and non-displaced They have better decision-making ability than displaced and non-displaced teaching staff.

The researcher attributes that female teachers are more able to face difficult situations and bear the pros and cons of decision making more by having more emotional aspects than Because the teaching is more scrutinizing the difficult situations and the lack of emotional side of the teaching, while the decision-making ability of non-displaced was higher than the displaced, and the researcher attributes this result to the non-displaced from the teaching and teaching staff was the decision not to displace them to take responsibility for up to cases Losing their lives due to stressful conditions, while IDPs have made less decision than non-IDPs is feeling after the displacement of health and psychological security, and on the other hand to keep the self from destruction and keep away from severe psychological pressure.

Fifth: - Results related to the fifth question

(Is there a correlation between the variables of psychological security and decision-making) By answering this question the researcher extracted the correlation coefficient between psychological security and decision-making and Table (7) shows that.

Table No. (9)
It shows the correlation coefficient between the psychological security and decision-making variables

level Significance	T value		Correlation Factor	number	variable
	Tabulated	Calculated			
Function	2.00	2.270	0.3002	54	Total

It is clear from Table (9) that the calculated T value was (2.270), which is greater than the T-value of (2.00), that is, there is a strong correlation between the degrees of psychological security and decision-making of the total research sample, and the researcher attributes this result to The more teachers feel psychological security, the greater the ability to make the right decision.

Sixth: Results related to the sixth question

(Is there a correlation between the variables of psychological security and decision-making according to the sex variable), by answering this question the researcher extracted the correlation coefficient between psychological security and decision-making according to the sex variable and table (10) shows that.

Table No. (10)
The coefficient of correlation between the psychological security and decision-making variables according to the sex variables

level Significance	T value		Correlation Factor	number	**Sex**	variable
	Tabulated	Calculated				
Function	2.05	2.316	0.401	30	Males	Sex
Is a function	2.07	1.247	0.257	24	Females	

It is clear from table (10) that the calculated t-value for males was (2.316), which is greater than the t-tab value (2.05), while the calculated value for females (1.247), which is lower than the t-tab value of (2.07), that is, There is a strong correlation between the degrees of psychological security and decision-making of the research sample according to the sex variable and for the benefit of males.

Seventh: - Results related to the seventh question

(Is there a correlation between the variables of psychological security and decision-making according to the displacement variable), by answering this question the researcher extracted the correlation coefficient between psychological security and decision-making according to the displacement variable and table (11) shows that.

Table No. (11)
It shows the correlation coefficient between the psychological security and decision-making variables according to the displacement variables

level Significance	T value		Correlation Factor	number	**Displacement**	variable
	Tabulated	Calculated				
Is a function	2.05	1.181	0.218	30	Displaced	**Displacement**
Is a function	2.07	2.022	0.396	24	Non-displaced	

It is clear from Table (11) that the calculated t-value of the displaced was 1.181, which is less than the t-tab value of 2.05, while the calculated value of the non-displaced is 2.022, which is lower than the t-tab value of 2.07, ie There is a weak correlation between the degrees of psychological security and decision-making of the sample according to the displacement variable.

Eighth: Results related to the eighth question

(Is there a statistically significant difference between the correlation coefficients according to the displacement variable)? By answering this question, the researchers extracted the difference between the correlation coefficient according to the displacement variable and Table (12) shows that.

Table No. (12)
The difference is shown for correlation coefficients by displacement variables

level Significance	Z value		value Standard	Correlation Factor	number	Displacement	variable
	Tabulated	Calculated					
Is a function	1.96	0.584	0.335	0.218	30	Displaced	Displacement
			0.505	0.396	24	Non-displaced	

It is clear from Table (12) that the calculated T value was (0.584), which is lower than the tabular T value of (1.96), ie there is a weak correlation between the difference of the sample of the research according to the displacement variable, and the researchers attribute this result weak relationship according to the variable Displacement.

Ninth: - Results related to the ninth question

(Is there a statistically significant difference between the correlation coefficients according to the sex variable) By answering this question, the researchers extracted the difference between the correlation coefficient according to the displacement variable and table (13) shows that.

Table No. (13)
The difference shows the correlation coefficients according to the sex variable

level Significance	Z value		value Standard	Correlation Factor	number	Sex	variable
	Tabulated	Calculated					
Is a function	Is a function	0.872	0.515	0.401	30	Males	Sex
			0.261	0.257	24	Females	

It is clear from table (13) that the calculated T value was (0.872), which is less than the tabular T value of (1.96), that is, there is a weak correlation between the difference of the sample of the research according to the sex variable, and the researchers attribute this result weak relationship according to variable Sex.

Tenth: - Results related to the tenth question

(Is there a statistically significant difference between the correlation coefficients of the variables of psychological security and decision-making)

To answer this question, the researchers extracted the difference between the correlation coefficient according to the displacement variable and table (14) shows that.

Table No. (14)
The T-Test illustrates the significance of the difference between the two coefficient of correlation of the psychological security and decision-making variables

level Significance	T value Correlation		Correlation Factor	number	The correlation between decision making and psychological security
	Tabulated	Calculated			
Function	2.00	2.270	0.3002	54	

It is clear from Table (14) that the calculated T value was (2.270), which is greater than the T-value of (2.00), that is, there is a strong correlation between the difference of the research sample according to the variables of psychological security and decision-making, the researchers attribute this result relationship The researchers attribute that whenever the teachers, IDPs and non-IDPs feel safe, comfortable and support, and no fear of sensations may be real or imaginary, and linked to the ability to make the appropriate decision without restriction or pressure.

By discussing the results in general, the researchers believe that there is an internal force full of love and affection and a sense of love towards himself and others, making the person able to make the right decision to go to safety.

CONCLUSIONS

A high sense and feelings and internal feelings developed full of love and tenderness dominate the hearts of teaching at the Faculty of Education for Humanities at the University of Mosul.

Teachers in the Faculty of Education for Humanities enjoy security and psychological comfort.

Teaching of displaced and non-displaced enjoy an equal degree of psychological security.

Teachers of displaced and non-displaced enjoy a wide range of information about any position on the situation facing them and make the right decision.

The greater the security and psychological comfort of teachers and teachers displaced and non-displaced increases the ability to make the right decision in the situations facing them.

Organizing training courses for teachers on spreading the spirit of tolerance, cooperation, love and kindness in order to promote a homeland of security and safety.

The establishment of training courses for students at the university on spreading the spirit of tolerance, cooperation, love and kindness in order to promote a homeland of security and safety.

Conducting a similar study among university students.

Conducting a study for the development of psychological security among teachers.

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ARTÍCULOS

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News Coverage of European Press Photo Agency for Crises in Iraq

Cobertura de noticias de la agencia europea de fotografía de prensa para crisis en Iraq

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ABSTRACT

This research deals with identifying the most important types, forms, themes, contents, sources and websites of visual news coverage of the European Agency for the Journalistic Image (SPA) about the liberation crisis of Mosul for the period 17/10 / 2016 to 7/10/2017, analyzing 1397 photographic images exclusively from this agency. The most important results concluded by the researcher are that the European agency (epa) depends mainly on the informative image in its visual coverage for the Mosul crisis more than with other types of news. He used 1,117 of 1,397 photographic images with a percentage of 79.96

Keywords: European agency, Iraq, news, press photography.

RESUMEN

Esta investigación trata de identificar los tipos, formas, temas, contenidos, fuentes y sitios web más importantes de cobertura de noticias visuales de la Agencia Europea para la Imagen periodística (SPA) sobre la crisis de liberación de Mosul para el período 17/10/2016 a 7/ 10/2017, analizando 1397 imágenes fotográficas exclusivamente de esta agencia. Los resultados más importantes concluidos por el investigador son que la agencia europea (epa) depende principalmente de la imagen informativa en su cobertura visual para la crisis de Mosul más que con otros tipos de Noticias. Utilizó 1.117 de 1.397 imágenes fotográficas con un porcentaje de 79,96

Palabras clave: Agencia europea, fotografía de prensa, iraq, noticias.

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INTRODUCTION

Most of the media relies on the visual image (fixed and mobile) in its coverage of crises and events, especially the specialized news agencies in the picture (subject of research). It relies on the picture in its full transfer of events from their sites immediately in order to attract the attention of the public and influence it to what it enjoys, from the ability to clarify, and a large interpretation of events with the attribute of realism, and the credibility of the event, because the image is a universal language understood by all.

Therefore, the researcher found that it is necessary to focus and specialize in the picture in the news coverage of crises, the ability of this image to reflect crises, or events from all sides and presented to the public, and from this came the idea of this research, which is reflected in the visual news coverage of the European Press Iraq, in particular, the Mosul crisis and the battles that took place in order to liberate it through the still image.

The research included the methodological framework and then the theoretical framework (general and visual news coverage and crises, as well as specialized international agencies in the image, as well as a detailed presentation of the European Agency for the press image (the subject of the research) from the emergence and development to all its activities to the practical framework. It included analysis of images News coverage of the crisis represented by (1397) images for the duration of the crisis from 17/10/2016 until 10/7/2017, and through the results reached and then the development of scientific conclusions of the research; finally recommendations for action and benefit from them in the work of visual agencies specialized in the image.

The research problem is the sense of the researcher that there is ambiguity in the visual news coverage of the European Press Agency (EPA) for the crises in Iraq, especially the crisis of the liberation of Mosul.

The following questions are subdivided:

1. What forms and types of images have been adopted to cover the crisis?
2. What are the technical aspects of the images used during the crisis coverage?
3 - What are the subjects of images and forms of image and types that have been confirmed in the coverage of the crisis?
4 - What are the contents of the images that were presented during the coverage of the crisis?
5. What are the sources of images that have been adopted in covering the crisis?
6. What are the photo sites through which the crisis was covered?

Research importance

To the community: - This research provides a scientific perception of the community about the types and contents of the picture in the news coverage of the news confirmed by the specialized international agencies.

This research is in addition to the scientific media library, as well as this research gives a great opportunity for researchers and media to learn about the importance of news coverage on the international level during crises, and how to work to make the image in the forefront of news formats, and do not do without them from all means Media whether static or animated.

Research aims

The researcher seeks the following objectives:

1- Identify the forms and types of visual news coverage of the Mosul crisis.
2 - Reveal the important technical aspects of the image adopted in the news coverage of the crisis.
3 - Diagnosis of the most important topics and the contents of the images adopted in the coverage of the crisis.
4 - Identify the sources of pictures adopted in the coverage and determine their nationality (photographers).
5. Disclose the locations of pictures that included events that were covered during the crisis.

Research Areas

1- Spatial field:

The European Press Photo Agency (e p a) as a global agency specialized in photo and its offices in Iraq. Mosul governorate as a place of crisis.

2 - Time domain: is the analysis of the image of the crisis of the liberation of Mosul for the period from 17/10/2016 until 10/7/2017.

METHODOLOGY

It is the way to reveal the truth using a set of scientific rules. (1) The researcher adopted the survey method in this research to suit the subject of the research with the use of content analysis method of the image.

Research community

The research community consisted of all (1397) photographs (comprehensive inventory) that included the crisis of liberation of Mosul, which was covered by the European Agency for the press photo for the period (17/10/2016 until 10/7/2017).

(1) Amer Kandleji, Scientific Research and the Use of Traditional and Electronic Information Sources, Al-Yazouri Scientific Publishing House, Amman, 2008, p. 40.

Search tool:

The researcher used the image analysis form for the Mosul crisis during the research period.

Tests of honesty and stability:

Honesty: The analysis form was presented for a group of experts and arbitrators (*) of specialists, using the method of virtual honesty and after taking their observations, and the test was the agreement between them is (88%), and this percentage is sufficient to know the validity of the tool.

Stability: The researcher conducted the stability through the analysts, by re - testing for (5%) of the research community through a second analyst of specialists and after analysis and extraction of the coefficient of stability according to the Holste equation was (0.87).

RESEARCH DIFFICULTIES

The most important difficulties faced by the researcher are:

1 - The difficulty of obtaining the researcher all the images (subject of the research) and the crisis of the battles of Mosul because of the weakness of the Internet, note that he was keen to obtain them and high quality in order to analyze accurately to achieve the objectives of the research.

2 - The difficulty of communication with some workers in the European Agency (epa) (the subject of research) for the different languages with the constant change of their whereabouts.

3 - Not to provide the researcher with the simplest information sometimes by the Agency's journalists only after taking the official approvals from the Agency's management, and this represents a difficulty in obtaining information with the consumption of time which affects the loss of importance of that information, which made the researcher to go to other sources perhaps Their information is not as accurate.

Definition of image analysis categories:

A. The type and shape of the ima

Photograph: This is the still image taken with the photographic camera of the event and used in newspapers, magazines and television, and is in the form of an image, a photo of the press conference, and and a picture of daily life, and the image of the interview.

B. The technical categories of the image include:

Direction of the shot:

• Facing image: a face-to-face image.

• Profile: means a profile of a person other than the event.

• Over Shoulder Shot: This image is taken from the back from the top of the shoulder.

C. The size of the shot:

Close up shot: where objects or places are photographed close.

• Medium shot: shows objects or places between the medium near and far.

• Long shot: A general shot in which places or people appear completely.

D. Shot by number:

• Group shot: a shot that contains three or more people.

• Tow shot: Contains two people.

• One shot: Contains one person.

Image Angle: It is the angle of taking the picture and includes:

• Angle angle (Normal angle): An angle that is at the level of view.

• High angle: An angle that is above or above the level of sight.

• Low angle: is below or below the viewing level.

E. The source of the image: means the source that took pictures

• Approved agency source: a permanent agency employee (STF).

• A freelancer source: he is paid for the photographs he takes and presents them to the agency (STR).

• Temporary photographer: A special mission photographer sent by the agency to cover important events for a limited period in a country or region and then return after the end of the mission.

F. Nationality of the photographer: The nationality of the photographer coverage between Iraqi, Arab and foreign.

G. Location of the photo: It is the place where the picture was taken such as (street fighting, border fighting, camps ...)

H. Thematic categories:

- Themes of the image: It is the subject of the general picture such as:

• Security and military: It is represented by military and security operations, fighting and everything related to it.

• Humanitarian and social: It is the suffering of the displaced, the sick, the wounded, the needy, the affected families and the needs and occasions of the community.

• Services: lack of water, electricity and sewage services.

• Political: The subjects of the three presidencies and ministries and political parties.

- The content of the image: It includes what is contained in the picture any content and content such as (fighting, displaced persons, prisoners ...)

LITERATURE REVIEW

News coverage and crises:

Our Arab or developing world has not yet been able to develop an integrated concept of news that fits with its reality and meets its needs. The Arab writers merely conveyed the Western concepts of the event which are a reflection of the reality of journalism in the developed world.

It is a report describing the accuracy and objectivity of an incident, incident or a true idea that affects the interests of the largest number of the public. It raises their concerns as much as it contributes to the development and progress of society. It is the backbone of the various media and a reflection of the movement of life, society and human activity. (2)

The importance of news in human life and the urgent need to know what is happening around it is driven by many psychological and social needs led to the affirmation of the media institutions about the coverage of this news and delivered to the public, especially during events, wars and major crises. This is called news coverage, which is intended to comprehensive briefing on the subject and dealt with different As a communication activity that takes the form of the required process, it sheds a clear light on different issues, events or crises taking place in different parts of the world and the public is interested in them and trying to identify the latest developments and keep them updated. This is through news, reports, investigative reports and others, whether in television or radio or newspapers and magazines, especially the visual news coverage that depends on the picture in its coverage of events. (3)

There are types of news coverage, including short and medium and full. (1) This type of coverage consists of two forms, namely, documentary coverage, which is concerned with obtaining information and details of the event, while preliminary coverage is concerned with obtaining details and information related to events expected to occur. (2) Thus, coverage depends on two basic tasks of collecting information, and the second is to put this information in an appropriate press template, it is not enough photographer or delegate to collect information as time permits, but it must be documented that the information collected or pictures taken by the fact Images with insufficient information may be misleading. (3) The visual story should be in its journalistic concept, not just the photographs taken by the photographer, because these images sometimes illustrate a little of the information gathered. Here, the ideas and information should be dealt with up to the accuracy required in communicating the information related to the event (4). The power of news coverage in timing, rapid coverage, people's concerns and proximity in space and time (5),

Especially if that coverage is a visual coverage of images, because the image opposite words are accessible to all and in all languages and without the need for any education (1)

Most researches and studies in the field of media have emphasized the importance of images as an important source of news for the public's reliance on them primarily to receive news.

This is what we see as evident during crises, as the news is covered when it reaches the point of crisis (3). The crisis and all kinds, whether political, security, economic or other (4), the crisis varies in nature, size and impact in human because of the rapid information provided by the media of all kinds (video, audio and read) as these means in the field of the crisis to cover from all aspects and the media perform basic, influential and effective tasks in most societies or the public on which they depend in one way or another through the transmission and dissemination of information through the necessary news coverage (6).

International specialized visual news agencies:

Since the beginning of the fifties of the last century, the activity of news agencies and major media institutions in the field of exchange of news and information internationally to another field is the exchange of television programs, radio and news films of events that take place in the world.

This kind of program and news exchanges continued and began to evolve with the technical development in the field of transferring and exchanging TV news and still images, which benefited international and regional news and film agencies. The task is to provide them with photo reports as well as photographs of events.

The most prominent of these agencies on the international scene: -
Visnews: It dates back to 1896 and is based in London.

2 - United Press International TV News (UPITN): dating back to 1952 in the United States of America, the first agency in its field that was interested in providing film materials to television institutions in the world.

3 - (CBS-news film) US: relied upon a lot of news agencies in Europe and Asia as an important source in the field of television news.

4 - European TV Service (DPA-ETES): a large local German news agency that provides television stations and newspapers involved in the service with films and news images of events that occur in the world (1).

5 - World News Agency (1919) International news picture

6. Wide World photo agency (1922).

7.Gama Agency

The establishment of specialized agencies was followed, including:

8 - European Agency for Press Images (EPA) in (1985) (the subject of research) (2).

European Press Photo Agency

European pressphoto agency (epa)

Origin and development:

EPA was established in 1985 by seven European news agencies:

ANP OF holtand, ANOP (now Lusa) from Portugal, Italian ANSA, AFP from France, Belgium belga, dpa from Germany and EFE from Spain.

The agency is designed to be a means of exchanging images of local services of member agencies, and also includes the AFP and other European services and suppliers.

(1) Abdul Nabi Khaz'al, previous source, pp. 116-119.

(2) Ali Abbas Fadel, photo in international news agencies, Dar Osama for publication and distribution, Amman, 2012, p. 55.

The agency expanded to include a more independent entity with the conquest of Eastern Europe. The opening of these new markets along with the war in the former Yugoslavia led the agency to use its photographers in those areas and expand its influence and activities, but despite these developments, the agency remained under the auspices of its members. (Owners) and works to serve them exclusively.

By 1995, EPA had ten members, with the addition of KEYS TONE later in 1985, APA from Austria in 1986, Lehtikuva from Finland in 1987, pressenbild of Sweden in 1997, and scanfoto later named Scanpix Norway. From Norway and Nord foto was later renamed Scanpix Denmark from Denmark in 1999 and pap of Poland joined the agency in 2001.

In early 2003, after the extensive restructuring of the agency and the departure of Agence France-Presse, the agency succeeded in providing its services to the market worldwide, and later in 2003 Lehtikuva, Norway, Scanpix Denmark and Pressensbild decided not to continue as a contributor to the European Press Photo However, Scanpix Norway, Sweden and Denmark collaborated with the Agency (EPA) under the name

Scanpix Scandinavia then joined ANA of Greece, now called ANA-MPA, as a shareholder in EPA in 2004, followed by Mti of Hungary in 2005.

Today, the European Press Photo Agency (EPA) comprises nine shareholders (members), all of whom are market leaders in their countries:

- Agency (ANA - MPA) in Greece
- ANP agency in the Netherlands
- Agency (ANSA) in Italy
- Agency (APA) in Austria
- Agency (EFE) in Spain

- Agency (KEYSTONE) in Switzerland
- Agency (LUSA) in Portugal
- Agency (MTI) in Hungary
- Agency (PAP) in Poland

Agency Services (EPA):

EPA provides global coverage of various fields including news, politics, sports, business, arts, culture, entertainment and other fields as follows:

1. Arts, culture and entertainment
2. Crimes, law and justice
3. Accidents / Disasters
4- Economy, Business and Finance
5. Education
6- Nature or environment / invironment
7. Health
8- Human interest
9. Work / Labor
10 - Life style
11. Politics
12 - Religion / Religion
13 - Science / Science
14 - Social issues / Social Issues
Sports
16 - War
17 - Weather

The EPA service is based on the extensive international network of its photographers, which consists of 400 photographers spread in most parts of the world, as well as the daily production of European member agencies, all of them pioneers in their countries. This provides a 24-hour service 24/7. (1)

It provides more than (2000) images a day and has offices in Africa, Europe, Asia and the Pacific, South America, North America and the Middle East and has a head office in Baghdad and branch offices and photographers in most of the Iraqi provinces are provided news service in the Agency (epa) via satellite or protocol File transfer (FTP) access to the Web depending on the needs of its subscribers of newspapers, magazines and television channels, including (BBC) (CNN), The New York Times, The Washington Post and many other international media (**)

EPA archive:

The EPA digital photo archive contains coverage of major European events since the mid-1990s and pictures of news, sports, international arts, culture and entertainment from 2003. In general, the EPA archive contains six million photos dating back to 1997. The agency archive increases daily by 200 Photo via a large network of agency photographers around the world.

This is a small overview of the comprehensive coverage of images as listed in the archive of the Agency (EPA), namely:

- The attacks of September 11, 2001.
- Indian Ocean tsunami.
- The invasion of Iraq in 2003.
- The trial of Saddam Hussein.

- Obama's presidential and presidential campaign.
- FIFA World Cup and European Championship (UEFA).
- Oscars.
- Festival de Cannes and Venice Film Festivals.
- Beslan School (as a hostage).

NBA Basketball and Foot.

-Olympic Games .

- The events of Iraq since 2003 to 2019.

Thus, EPA has become one of the leading international news photography agencies (European pressphoto agency), providing images under the slogan (the world from a different angle) covering various international events and news after it has developed its work and can lend its professional photographers to cover various events and news or accompany journalists At the request of participants, customers or other agencies and within a joint cooperation protocol.

RESULTS

After transmitting the content of the image data obtained, the results can be reviewed as follows:

First / Categories Analysis of image properties: -

Coverage Forms:

During the Mosul crisis (the research period), the news photo ranked first with 79.96%. 82%), while the last place was from (the image of the press conference).

(1) The European Press Agency website www.epa.webgate.com.

(**) Researcher information, note that he has worked as a (photojournalist) in the European Agency (epa) since the establishment of its library in Baghdad in (2003)

(2) European Press Agency website www.epa.webgate.com.

This illustrates the Agency's emphasis on the news image in its work. See Table 1

Table (1)

Image Coverage Forms

Ratio	**No.**	The shape
%79,96	**1117**	Photo story
%17,82	**249**	Picture stories about everyday life
%2,22	**31**	Picture of a press conference
%100	**1397**	Total

2- Image Type:

The European Agency, during its visual coverage of the crisis in Mosul, stressed the use of the photograph (100%). See Table 2.

Table (2)
Coverage type

Ratio	No.	Image type
%100	**1397**	Photo
———	**———**	Photo
%100	**1397**	Total

Second: Technical Categories:

1- Image shot by direction:

Coverage shots varied in terms of direction as the facing shot was ranked first with 56.69%, while the rear shot was over shoulder shot at second place with 21.98%. In the last rank (21.33%).

The agency's emphasis on face-to-face coverage in order to make the facts clear to the public.

See Table 3.

Table (3)
Direction of snapshot image coverage

Ratio	No.	Direction of the shot
%56,69	**792**	Facing
%21,98	**307**	Background (over shoulder shot)
%21,33	**298**	Profile
%100	**1397**	Total

2- Image Capture Size:

The long shots of the coverage pictures were ranked first (71.44%), the medium shots (24.84%) and the second (close up shot). 3.72%).

These results illustrate the importance of long (public) shots of the viewer in order to see all the details of the event. See Table 4.

Table (4)
Coverage snapshot size

ratio	No.	Snapshot size
%71,44	**998**	Long shot (general)
%24,84	**347**	Medium Shot
%3,72	**52**	Close up shot
%100	**1397**	Total

3- Photo shot by number:

Group shot (72.16%) was ranked first, the second shot was two shot (22.26%), while the single shot (third shot) was ranked third. (4.65%), while the shots that do not contain people were ranked last (0.93%).

This shows that the European Commission confirms that the pictures, which include a large number of people, whether they are security forces or citizens or others. See Table 5.

Table (5)
Size the image snapshot by number

ratio	No.	Snapshot by number
%72,16	**1008**	Group shot Three or more people (Group shot)
%22,26	**311**	Two shot
%4,65	**65**	Single shot
%0,93	**13**	Snapshot without people
%100	**1397**	Total

4- Picture angle:

The flat angle (at the viewing level) (Normal angel) was ranked first among the coverage angles of the European Commission (50.97%), while the high angle (above the viewing level) (high angle) came in second place (36, The third and last rank was the share of the low angle (below the level of vision) (12.60%).

This illustrates the importance of the angled plane of photography in order for the viewer to see the events as they are in nature without any employment. See Table 6.

Table (6)
Angle of coverage image

ratio	No.	Picture angle
%50,97	**712**	Flat angle (at sight) (Normal angel)
%36,43	**509**	High angle
%12,60	**176**	Low angle
%100	**1397**	Total

III / Thematic categories:

1. Coverage subject:

The picture of security and military subjects ranked first (52.04%), while the human subjects ranked second (26.27%). The third place was for social subjects (6.73%), followed by the fourth place. Religious issues (5.37%), political issues (5.15%), and finally services (4.44%).

It is clear from these results how important the images of the security and military issues of the European Agency (epa) in the crisis in Mosul and in the battles of liberation. See Table 7.

Table (7)
News coverage of the Mosul crisis

ratio	No.	Image theme
%52,04	**727**	Image security and military
%26,27	**367**	The human image
%6,73	**94**	Social image
%5,37	**75**	Religious image
%5,15	**72**	The political picture
%4,44	**62**	SOA image
%100	**1397**	Total

2- Image Content:

It is the content of the pictures of the topics covered by the European Agency for the press image (epa) necessary and the battles of the liberation of Mosul: -

A- Content of the security and military image: The picture related to (the military operations of the Iraqi security forces, the Popular Mobilization and the Peshmerga) got the first place ahead of the contents of the other security and military images by (71.11%) such as pictures (military operations and fighting in the green apartments area east of Mosul. 27/11/2016), while Tire (security measures for Iraqi forces) ranked second with (13.62%) such as pictures of (Iraqi army searches in Al-Shaimaa neighborhood, southeast of Mosul on 6/12/2016). The third was for pictures (victims of battles) and by (5.92%) such as pictures of (dead and wounded civilians as a result An explosive device exploded in al-Arabi neighborhood west of Mosul on 3/6/2017), and fourth place was obtained by pictures (press conferences and security and military statements of military officials) and by (2.89%) such as pictures of (a press conference of the first team corner Taleb Jghati Commander of the anti-terrorism forces in military operations east of Mosul on January 8, 2017, and then pictures (arrest of ISIS militants and control of weapons and equipment belonging to them) at the fifth rank (2.75%) such as pictures of (security forces found stores of weapons and equipment ISIS affiliated west of Mosul on 7/3/2017), followed by pictures (destruction in the streets, cities and infrastructure) In the sixth place and by (2.61%) such as pictures of (the burning and destruction of the oil fields of Qayyarah south of Mosul on 17/11/2016), while the last place was pictures (security measures for US forces) For example, a foot patrol of American soldiers in Bartella on November 23, 2016.

It is clear from the conclusions reached by the European Agency (EPA) emphasis on the content of military operations and fighting primarily and preference over the security implications of other images. See Table 8.

Table (8)
The content of the security and military image of the Mosul crisis

ratio	No.	Image content
%71,11	**517**	Military operations of the Iraqi security forces and the Popular Mobilization and Peshmerga
%13,62	**99**	Security measures for Iraqi forces (patrols, controls and searches)
%5.92	**43**	Victims of battles (dead, wounded and funerals of victims)
%2,89	**21**	Press conferences and security and military statements by military officials on military operations
2,75	**20**	Arrest of ISIS militants and control their weapons and equipment
%2,61	**19**	Destruction in the streets, cities and infrastructure of fighting
%1,10	**8**	Security measures for US forces
%100	**727**	Total

B - content of the human and social image: I got a picture (the suffering of the exit and evacuation of families from their homes) ranked first with the content of the human and social image (29.93%) such as pictures (the displacement of families from their homes in the neighborhood of Zingili on 30/5/2017), either The second place was for the picture (the daily life of the displaced in the camps) and by (21.04%) such as pictures (displaced families in Al-Khazir camp on 3/11/2016), and in the third place was pictures (the arrival of the displaced to the control or headquarters of the Iraqi army) and by (14.10%) such as Tire (the arrival of displaced families to the headquarters of the Iraqi army in the area of Hamam al-Alil on 3/3/2017), Sur (13.67%) such as Tire (Iraqi medical detachment providing aid and treatment to the displaced families on 15/3/2017), followed by pictures of (return of the families to their homes) (12.80%) such as pictures (families

return to their homes in Bashiqa area after its liberation on 16/11/2016), and the sixth place was pictures of celebrations to liberate Mosul from ISIS (5.86%) Photos (celebration of families and security forces liberation of Mosul on 10/7/2017), the last place was (for a humanitarian story) such as pictures of life Mieh Yezidi family of Mosul on 10.27.2016 and by (2.60%).

It is clear from these results that the confirmation of the work of the European Agency in this context was on the suffering of displaced families and its large humanitarian dimensions to the recipient. See Table 9

Table (9)
The content of the humanitarian and social image of the Mosul crisis

ratio	No.	Image content
% 29,93	138	The suffering of the exodus and evacuation of displaced families from their homes in Mosul
% 21,04	97	The daily lives of IDPs in camps
% 14,10	65	The arrival of the displaced to the control and headquarters of the Iraqi army
% 13,67	63	Providing humanitarian and medical assistance to the displaced
% 12,80	59	The return of families to their homes after their liberation from ISIS, their daily lives and the opening of markets
% 5,86	27	Celebrations to liberate Mosul from ISIS
% 2,60	12	A human and social story
%100	461	Total

C - the content of the religious image: came the images (the practice of Christians in Mosul for their rituals in their churches after their liberation from ISIS) ranked first (57.33%) of the content of the religious image such as images of (the establishment of a mass in the Church of Mary Zarzis after the liberation of ISIS on In the second place, the Yezidis practiced their religious rituals in their monasteries after their liberation from ISIS (30.67%), such as Yazidun praying in the Shaikhan area of Mosul after their liberation from ISIS on 18/2016. The third place was for the images of Christians celebrating the birth of Jesus Christ in the liberated churches of Mosul. (67.6%) such as pictures (the participation of Iraqi and American soldiers for the mass of Christmas in the Great Church of Tahira on December 25, 2017), and in the last place got special pictures (revival of Muslims and Christians for rituals and rehabilitation of churches and mosques after liberation from ISIS) and by (5) (33%) such as pictures of (Christians and Islam raising the cross over the church of Mary Zarzis in Mosul on 24/4/2017).

These results illustrate the European Commission's emphasis on the content of the religious image through a message of freedom of religion and the practice of rituals. See Table 10.

Table (10)
The content of the religious picture of the Mosul crisis

ratio	No.	Image content
% 57,33	43	Christians in Mosul practice their religious rituals in their churches after their liberation from ISIS
% 30,67	23	The Yazidis in Mosul practiced their religious rites in their monasteries after liberating them from ISIS
% 6,67	5	Christians celebrate the birth of Christ in the liberated churches of Mosul
% 5,33	4	Muslims and Christians revive their religious rituals with the rehabilitation of mosques and churches after their liberation from ISIS
% 100	75	Total

D - the content of the political image: Photos (activities of the Iraqi Council of Ministers) on the crisis of the liberation of Mosul ranked first (54.17%) in the content of the political picture, such as pictures of (Iraqi Prime Minister Haider al-Abadi meeting with the French President on 20/10 / In the second place came (activities of local officials) (33.33%) such as pictures of (Mr. Ammar al-Hakim and Masoud Barzani's visit to Mosul (Bashiqa) with the holding of a press conference there on 27/10/2016). In particular (for the activities of foreign officials) about the crisis in Mosul, by (12.50%) such as pictures of the visit of the French President and his defense minister West of Mosul on 20.01.2017).

It is clear from these percentages that the Agency did not emphasize heavily on the images of political content significantly during the Mosul crisis, but only important images. See Table (11).

Table (11)
The content of the political picture of the Mosul crisis

ratio	No.	Image content
% 54,17	39	Activities of the Iraqi Council of Ministers
% 33,33	24	Activities of local officials
% 12,50	9	Activities of foreign officials
% 100	72	Total

E - Content of the service image: Photos (rehabilitation of some infrastructure and services and places destroyed by military operations) got the first place among the contents of the service images and the rate (45.16%) such as pictures on (rehabilitation of Mosul Hospital on 5/2/2017 Photos of some important government institutions (20.97%), such as pictures on (the removal of debris and the reconstruction of the University of Mosul on 10/2/2017), and then on the third place pictures on (the removal of debris from the streets, roads, housing and plants). (19.35%) such as pictures about (cleaners lifting debris from the streets east of Mosul on 24/1/2017), The last was (for the rehabilitation of holy shrines and places of worship) and by (14.52%) such as Souran (citizens rehabilitating mosques and churches in Bartella and Tkleef, as well as the shrine of the Prophet Younis (p) on 26/1/2017).

The results of this search are:

1 - The news image obtained the first place among the forms and other types of images (79.96%).

2 - The European Agency's full reliance on the photograph to cover the crisis.

3 - To obtain the subjects of security and military images on the first place ahead of the subjects of other images and the proportion (52.04%).

4 - The contents of the pictures of military operations and fighting of the Iraqi security forces, the Popular Mobilization and the Peshmerga got the first place in the contents of the security and military images with a percentage (71.11%).

5 - Obtaining the contents of the pictures of suffering and evacuation of displaced families from their homes on the first place (29.93%) compared to the contents of other human and social images.
6 - got the contents of pictures rehabilitation of infrastructure and services and places destroyed by the battles on the first place, ahead of the contents of other service images and the rate (45.16%).

7 - To get the sizes of shots (long or general - long shot) of the pictures on the first place in the coverage pictures and by (71.44%) ahead of the sizes of other images.

8 - Pictures with (facing) - facing) got the first place in the direction of shots and pictures (56.69%).

9 - The normal angle (at the level of view - normal angle) for the coverage pictures ranked first, ahead of the angles of other images and by (50.97%).

10 - The most visualization sites were areas (fighting in the streets), where these sites got the first place (26.13%).

11 - The agency relied on its accredited photographers (staf) in its coverage of the battles of Mosul in the first place and the rate (60.27%)

CONCLUSIONS

The European Agency's reliance on the photograph in the first place in its coverage of the battles and the crisis of Mosul, we conclude from the advantages of this type of pictures, whether during the process of photography and speed in catching the footage and the speed of movement of the photographer and without the need for editing as well as the speed of sending to subscribers from satellite or Newspapers or magazines.

The reliance on the news image in this coverage, we conclude from him the importance of this form of images in the delivery of accurate news and rapid information to the recipient compared to other forms of images.

Focus on security and military images, especially the content of military operations and fighting the Iraqi security forces, we conclude from the professionalism of the work of specialized international agencies and knowledge of what the recipient or viewer wants information on the most important events, battles and crises and this was evident in the coverage of the European Agency for all types of content of security and military images Needed and battles Mosul.

The European Agency (EPA) to deal with the crisis of Mosul in all aspects and contents and not to deal with a certain content and leave the other anxious to deliver all forms of the crisis to the recipient and put it in full perception, and this conclusion was clear as a result of the Agency's emphasis on the coverage of humanitarian, social and religious contents The political, service and all the implications of the crisis in Mosul, giving special importance to each of them.

The Agency's preference for its photographers accredited to it (staf), whether they are Iraqis, Arabs or foreigners as a source of images, we conclude from its confidence in their potential and their expertise and professionalism of the work of journalism and media at the international level as well as their knowledge of the Agency's work policy as well as not to charge the Agency additional material amounts can be given to photographers Freelancers or others.

The use of long shots (long shot) for the coverage of pictures in the first place, we conclude that the agency wants to have the receiver a full picture of the place of the event and the people and see the image of all the basic and sub-elements.

The use of the normal angle (at the level of view - normal angle) first place pictures coverage, we conclude that the European Agency seeks to communicate the image as it is to the recipient and not to intimidate or maximize or underestimate the persons or event and this can be using angles of photography Other.

The network of photographers of the Agency should expand its coverage of important battles and crises, to include different aspects and content and different regions at the same time and for the same crisis.

Give more importance to other types of images such as motion picture and not to rely solely on the still image (coverage) in the coverage of events and crises.

Involve agency photographers in external development courses in the technical and technical field to keep up with the great media development with equipping them with modern equipment in order to develop their performance level.

Involve photographers in security safety courses to preserve their lives, especially when they participate in the coverage of battles or dangerous military and security events.

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Societcietmeaia and its Representations in Contemporary Theatrical Discourse

Societcietmeaia y sus representaciones en el discurso teatral contemporáneo

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ABSTRACT

The theater works since its inception, dealing with the problems of society, and simulates the assumptions and requirements, as well as the fact that the theater is one of the most important means of entertainment, and learning at the same time. This has led to increased interest in the intellectual aspects that are being addressed, especially the subject of the social aspect, which is one of the topics that took a wide range in theater treatments, especially after the prevalence of modern philosophies (controversy, doubt, existentialism) after the Age of Enlightenment, and the tendency towards material evidence, and move away from the world of ideals, and metaphysics.

Keywords: Entertainment, learning, societcietmeaia, theatrical discourse.

RESUMEN

El teatro funciona desde su inicio, lidiando con los problemas de la sociedad y simulando sus supuestos y requisitos, así como el hecho de que el teatro es uno de los medios más importantes de entretenimiento y aprendizaje al mismo tiempo. Esto ha llevado a un mayor interés en los aspectos intelectuales que se están abordando, especialmente el tema del aspecto social, que es uno de los temas que tuvo una amplia gama en los tratamientos teatrales, especialmente después del predominio de las filosofías modernas (controversia, duda, existencialismo) después de la Era de la Ilustración, la tendencia hacia la evidencia material, y alejarse del mundo de los ideales y la metafísica.

Palabras clave: Aprendizaje, discurso teatral, entretenimiento, societcietmeaia.

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INTRODUCTION

To determine the theatrical treatments of the Societcietmeaia theme, the research included four chapters; the first chapter included a statement of the research problem centered on the following question: (What is Societcietmeaia and its representations in the contemporary theatrical discourse?). (The detection of Societcietmeaia in the contemporary theatrical discourse), then the chapter introduced the limits of space-time research, determining the time period between (2005 - 2013), and spatially in Iraq, as well as the objective limit, which was limited to the study of Societcietmeaia and representations in the contemporary theatrical text. While the second chapter included the theoretical framework, the most important result of the theoretical framework, and distributed to two topics: The first concerned the concept of Societcietmeaia. The second topic: Societcietmeaia representations in the theatrical text; this chapter also dealt with indicators of the theoretical framework, while the third chapter included the research community, as it consists of (5) texts of the play, including what was Arab, and another Iraqi, and some other foreign, and the tool adopted by the researcher in the analysis of the sample.

The fourth chapter contains the results of the research, and the conclusions reached by the researcher, and then a list of the most important sources and references on which the researcher relied on his study.

The researcher cites the most important findings reached as follows:

1. Societcietmeaias are formed by symbolic interactions, of which language is the main cause of their development.
2 - Social behavior as a result of direct interactions cause the emergence of Societcietmeaias.
3. Societcietmeaias are not required to be the originators of large human groups.
Social relations are the main pillar in the creation of societies, as these relations are formed by semantics and symbols, which determine the identity of a society only, and thus become a symbol and semi-active, and contribute to the formation of collective awareness of these communities.

Theatrical discourse is closely related to the idea of Societcietmeaia influences significantly affect the direction of human behavior, as "the multiplicity of the mechanisms of discourse, and the variety of various means of putting this discourse and tools." Semiotics and sociology constitute an important role in social life. It is the main source of values that guide human behavior, and here we find that the sociological discourse gives life a sense of belonging, and makes them sure that there is a goal behind this life, and that life must live in order to achieve this goal. Here is not only a source of values; it is energy, and the existence, and from it derives human identity, and belonging.

Sociologists have attached great importance to the study of cues and symbols in their analyzes of the foundations of psychosocial life.

The theater cannot be isolated from the discourse of Societcietmeaia, as the theater is one of the most important types of social communication, and the oldest, as well as the symbol and signals the foundation upon which the work of the theater since its beginnings.

Dramatic texts have expressed this phenomenon in many of its theatrical productions, and in different cultures, and from different perspectives. .

Through the foregoing, the researcher sees the need to study Societcietmeaia, and know the mechanisms and workings in the theatrical discourse, thus formulating the problem of research, which centered on the following question: -

What are Societcietmeaia representations in contemporary theatrical discourse?

Importance and need for research:

The importance of the present research is to study the subject of Societcietmeaia representations to reflect this concept, and study the means, and know the types, and mechanisms used in the theatrical text, in order to reach the nature of employment, and ways to address them in the theater text.

The need to answer the advanced question is not limited to the students of the theater department, but also to those interested and studying in the faculties of literature (literature and criticism) and workers in the literary fields.

Research Objective

Current research aims to:

Exposing Societcietmeaia in contemporary theatrical discourse.

search limits:

1- Time: 2005-2013.

2. Spatially: Iraq.

3 - Objectively: the study of Societcietmeaia and its representations in contemporary theatrical discourse.

Define terms:

Procedural definition of theatrical discourse: A set of theatrical work data (text or presentation) subject to a system of relationships can be analyzed according to the context in which it was organized, whether the speech is a direct speech or performance act or a symbol of symbols.

The procedural definition of Societcietmeaia: is a synthetic characteristic of social and indicative features revolve in the mind of man, and take a kind of diffusion, to be a signal or social symbol.

LITERATURE RIVIEW

The Societcietmeaia Concept

The concept of sociochemistry incorporates two terms, the first (sociological), and the second part of this term (semiotics). Semiotics "deals with the general principles underlying the structure of all signals, whatever they are, as well as the characteristics of their use in transmitters and characteristics of various signal systems and different transmitters that use different types of signals." All words, pictures, sounds, scientific gestures and other things. While Villar Guillaume sees it as "science that cares about the systems of signs, signal systems and instructions," Vizdna de Sausser says in his book Lectures in Linguistics: Traded in the community, and this science constitutes the general psychology, and we call it the term semantics (science), a science useful to us the subject of the semantics and meanings.

Semiotics has taken a wide field in the scientific research process, thus not only a specialized field, but also occupied a central position in scientific research in general, as it had the task of discovering the common language in scientific theory, as well as the first pillars of semiotics is the mark and consists of signs. Among them according to two types of tags:

1. Contextual systemic markers: The ability of marks to form stems from a one-dimensional axis that makes marks related to each other in a sequence of marks belonging to the same context.
2. Replace marks: It stems from the ability of marks to form tables linked to each units

A table between them, one can replace the other, if the context changes.

Sausser sees the mark as "an incomprehensible union between the signifier and the signifier, and the signifier is an auditory conception consisting of a series of sound received by the listener and calls to his mind a conceptual conceptual concept that is connoted." Pierce goes and identifies signs on three types:

1. Iconic sing: such as images, charts, maps, models and objects. They simulate what they mean, that is, they simulate what they refer to, and this simulation may be as high as in television images. Or low as in Surrealist paintings, dreams and some vocabulary that mimic their meaning as the names of sounds.

2 - Indicative sign (Indexicalsing): It is that between them and the connotation of a concomitant such as: the indication of smoke on fire.
3 - Symbol or symbol (symbol): It is what was agreed upon by a group of people based on a particular term and not between them or between the evidence of any simulation such as musical marks as well as singular words in any language.

There is another division of marks:

1- Natural: Any produced by nature such as sounds of thunder, lightning and other sounds produced by nature
2 - Industrial: which marks formed by human intervention such as bells and the movement of the clock or what was olfactory such as perfume or gustatory or touch as heat and cold devices.

Some scholars believe that schools and trends in semiotics have two main directions:

1- The American trend and its leader (Pierce) in addition to (Carnap) and (Seabuck)
2 - the French direction and pioneer (De Sausser) and who followed his approach such as (Boisens) and (Mopan) and (Roland Bart). There are sub-trends represented by (Krimas) and (Bushenki), sometimes known as the Paris School and its most important members (Joseph Curtis).

Others believe that the Russian trend is the direction of a third president, and that the French school should be divided into branches:

1 - The psychology of communication as (George Monan).
2- The semantics of semantics have several forms: the direction of (Bart) who tried to apply the language to non-linguistic formats, the direction of Paris and its symbols (Michel Arifi) and (Claude Cooke) and (Crimas), and the direction of materialism when (Julia Kristeva), and the direction of symbolic forms At Molino and others.

The most prominent features of semiotic thinking, which consists of the logical origins of the semiotic square and what he calls (Kremas) semantic square consists of three relations: contradiction, and the implication and antithesis.

While studying the sociology (human interaction) Human Interaction, which regulates matters of mutual influence between individuals through mutual relations between them. In other words, he studies the "mutual influence exercised by individuals in multiple relationships", as well as through which "the study of society in its phenomena, systems, structure and relations between its members is a scientific and analytical formulation, with the aim of reaching the social function it performs." The science meeting aims to "understand the social act in an explanatory way and thus explain its causes in the sequence and its effects." Here the act means human behavior, and is not required to be one-way, it can be external or internal behavior. It is not directly associated with

Already existing (ie, conduct) or its perpetrators.

Although the study of sociology is based on an understanding of human behavior that human beings are "social beings that practice multifaceted activity and interfere with others in multiple relationships," it is not / is in isolation from the study of the human environment, being influential behaviors and relationships emerging (semiotics) For a social incubator only.

Different aspects of determining the field of sociology study, and this is what made them divided more than one team and in this regard their views were as follows:

1- First Team: -

He argues that the subject of sociology is the study of social relations, and the members of this team are known as the owners (School of Relationships) and the top of this school (George Smile).

2- Second Team:

This group argues for the need for partial social sciences besides sociology, each of which includes a study of aspects of social life that the function of general sociology is limited to the development of general principles. It is members

This team (Durkheim).

Third Team:

Scientists do not represent a specific trend, but their views express their own views, some of them argue that the subject of sociology is the study of social change. Some of those who believe that the subject of the study of social systems, and some of those who believe that science should study the introductions that lead society to Evolution, and lead him to unity and brilliance among its members.

Unlike teams and their supporters, including overlapping contradictions and contradictions, sociology is interested in the study of human social lifestyles, and these patterns require the presence of interaction spread between individuals expresses

About him (symbolic interaction) or (symbolic interaction), which was associated with the American sociologist (George Herbett Mead Gorge H.mead), and believes that it is linked to a particular position of social life positions and does not seek to understand society as a whole, or is not usually the theory in society, As far as what is a theory of socialization, however, this theory is based on a set of basic concepts namely, symbols, meaning, expectations, behavior, roles and interaction. This is what is shared between this theory and Societcietmeaia, which is based on the social symbol and semiotics that have social connotations, and therefore does not require this social symbol or social semiotics, which is the component of Societcietmeaia to take the character of inclusiveness in terms of the human race, but may recede to a small group of humans, Requirement to have interactive interactive avatar.

Symbolic interactivity is based on a set of constituent characteristics:

1- Symbol and meaning: -

George Mead starts from the basic obelisk that man, like other animal species, is an active and effective being, that all animal species practice movements and signals, and make voices in their responses to each other, but only the human type that quickly turns facial expressions or signals into symbols , Sounds and deeds contain meaning. Symbols gain importance and become meaningful when they acquire the same meaning in their recipients, the meaning that was in the mind of the sender or owner, in another way when the symbol has a common meaning is in this case social symbols acquired through social interaction with others. This is required by the concept of Societcietmeaia, ie, the social reference with the person receiving the message that moved the environmental surrounding the sender.

2-.Expectations and Behavior

Ultimately, a society is a certain amount or volume of interactions between its members. It is made up of groups through which individuals relate to each other as well as the relationships that bind these groups. Behavior within groups is organized together. And here you are

Societcietmeaia is a social signal transformed into the social behavior of individuals within groups. And it is created through expectations, which are expectations that are created and developed by the (other) important or influential or (generalized) generalized other, to the other as a general symbol of people, and through interaction learn to behave the way others expect from them, and then take into account that their behavior In conformity with the behavioral patterns that occur in the institutions and social systems they created, they also learn that others have the same expectations. Hence, the patterns of relations between

people and their groups constitute the social environment, and the nature of society is manifested in the interchange of mutual expectations and the behavior that fulfills these expectations.

3 - Roles and interaction: -

Society performs its functions and continues to survive because of the ability of people to use symbolic behavior, behavior that uses the symbol as a result of possessing language, and the most important consequences of this fact is called self - awareness. The human child becomes self - conscious as a result of his experience of the language, and deal with it to the extent that the development of language abilities. He learns the meanings of words and the attitudes associated with these meanings, expressed by those who use those words, and then learns them after what others expect from his behavior, and over time, he acquires similar expectations for others. The sets of expectations associated with the behavior of certain people have roles, and these roles serve as a function or reflection of the membership of a particular group. This means that Societcietmeaias are a constant reproduction of each person's role in creating different types of them.

All Societcietmeaia patterns fall according to specific levels as the researcher sees, which are determined by four levels or determinants, namely:

1- Societcietmeaia Teleology: The intention is a symbolic rational behavioral pattern that arises through the expectations of the behavior of things in the outside world, or the behavior of other people, and these expectations are a means of expected rational ends.

2- Societcietmeaia Values: Here they have qualities derived from historical references, which take the nature of originality regardless of understanding the content, but they are required to be moral and inherent values.

3- Societcietmeaia Subconscious: It is an immediate Societcietmeaia occurring as a result of special emotions, due to current effects.

4 - Traditional Societcietmeaia: This type is limited may not exceed some individuals, but it is a tradition, or it is just a reaction to the usual stimuli in the direction of the internal perception that happened to adapt.

The second topic

Societcietmeaia representations in theatrical text

Understanding the term sociochemistry is not required to penetrate deep into theatrical history to determine its representations in this social system. In conjunction with this act, proceeded from psychology, as well as (the Electra complex) is not without the same thing, it is also similar to the Odeep node Societcietmeaia, except by sex because the first node is a male node, and the electra node belongs to females. And Hercules, which carries a symbol and behavioral values, as seen through this so - called qualities of heroism and thus is a picture to represent the sociological.

The researcher believes in this paper the need to clarify the Societcietmeaia through the four levels that were identified in the previous research through the passages of the theatrical important global impact of her book or that it constitutes a historical turning point of its content.

In the Middle Ages, theater was forbidden, but "the play was interrupted for several centuries, but the dramatic instinct, a permanent feature of human nature, had to find a way to satisfy itself. Religious life was first introduced" in churches.

Taken from the life of Christ, or what the Bible contains in the stories and news, the play of Adam expressed expression of Societcietmeaia values, and this is evident in the dialogue of Adam to the symbol:

Adam: I will keep your will Bhdhaverha, will not disagree in anything, neither me nor Eve. For the sake of one fruit all these indwelling are lost! It is fair to throw me out in the wind; if I gave up your love for an apple. Those who blaspheme and betray his Lord must be subject to the law of traitors. "

The apple has taken a valuable symbol of the sociological aspect that it is the cause of the landing on the ground. Satan, the prince of the demons of hell, has not been free from Societcietmeaia

"Faustus: Why hesitate? Uh, there is something whispering in my ears! Deny this magic, and come back to God again! But he does not love you. The God who serves is your own lust, where the love of the demons will be. new born.

Marlowe goes on to show contradictory social behavior in the character of Faustus. The first is the religious behavior that builds churches, and a historical Societcietmeaia derived from the ancient history of offering blood to the gods, to bring him closer to Satan.

In the play of King Lear written by Shakespeare in which King Lear tries to distribute the sentence to his three daughters, is represented in the aspect of Societcietmeaia, according to Cordelia, the daughter of King Lear to the doctor:

"Cordelia: O Merciful Gods, my mother has made that grave rift in the stressful nature and stretched the tendons of relaxing senses in that Father who became like a child."

It shows an emotional Societcietmeaia representation caused by the emotions caused by the actions of King Lear, they resemble a child as a sign of the impossibility of his mind.

The playwright Müller appears in his plays, which were known for their satirical social character representing the Societcietmeaia. The illusion play, written by Müller in the seventeenth century, contained a traditional Societcietmeaia. Being limited to being a reaction to stimuli in the direction of internal perception, it gives a symbolic indication of conscience and how to hold it by hand.

"Twannett: Well, this is an excuse; a heart-warming response among us. Put your hand, sir, on your conscience.

The playwright Sartre also included his plays on Societcietmeaia.

"Garsen: I was going to bet on that. Why sleep one? Sleep takes you from behind your ears, and you feel with your eyes closed? But why sleep?

Server: Why are you my imagination! "

It aims to show a symbolic behavioral pattern of rationality, and here the question that arises from the character of Garcín takes a logical character, which is why we sleep, and the answer by the character of the servant also rational behavior, that is, the Societcietmeaia teleological arises by anticipating the behavior of things in the surrounding world.

The Arab theater was not far from the Societcietmeaia representations of all kinds.

"The first prisoner: (looking at the other person) What is this? ... It is not human ?!

Al-Samra: He's the robot I told you about ... All the guards and police are like this ...

The first prisoner: (meditates) does not eat, sleep, do not get sick and die!

The Iraqi theater came as part of the Arab theater to give a representation of the Societcietmeaia representations of the emotional that emerged as a result of the emotions of the time, represented by the characters of the play of the playwright Ali Abdul Nabi Zaidi

"Moses: whisper master of the place here, this is a sacred valley only enter from the permission of Rahman!

Mother: I waited my whole age and did not authorize.

Moses: So you have to go home.

Um: I will not return until God speaks to me. "

What resulted from the theoretical framework:

1. Societcietmeaia is a term for the study of social signal.
2. The systemic and contextual mark shall be the component part of the Societcietmeaia after these marks take the social pattern and behavior.
3. The Societcietmeaia is conceived and formed by indicative, idiomatic or iconic signs.

4. Societcietmeaia is either communicative or semantic.

5 - Interactive symbolism is one of the basics of the work of Societcietmeaia, its purpose is to identify the symbols and signals that have a social agreement.

6. There are four types of Societcietmeaia:

A- Societcietmeaia tele- b- Societcietmeaia value c- traditional Societcietmeaia d- Societcietmeaia feeling.

METHODOLOGY

The researcher identified the research community in the texts that were published for the period limited between 2005 until 2013, and the variety of theatrical works between Iraqi, Arab, and foreign works. The following table is arranged by year of publication.

Play texts

Year of Publication	Author Name	Name of the play	**s**
2008	Ali Abdul Nabi Zaidi	The return of the man who has not gone away	**1.**
2007	Qasem Matroud	Symphony of the body and death	**2.**
2009	Dacha Maraini	A virgin heart	**3.**
2013	David Ives	sure thing	**4.**
2013	Ez aldeen galawge	Sleepy and unhappy	**5.**

The researcher selected the research sample and was chosen by intentional method, for the following smogs:

1. The elected sample is representative of the research problem and its importance and purpose.
2. Diversification of the Societcietmeaia levels presented in the selected text.

The sample included texts as shown in the table below.

Year of Publication	Author Name	Name of the play	**s**
2008	Ali Abdul Nabi AL-Zaidi	The return of the man who has not gone away	1

The researcher adopted the indicators resulting from the theoretical framework, as a research tool, according to which the process of description and analysis, after formulating it as a (research tool).

The researcher followed the descriptive approach (analytical) in the research in terms of describing the story of the play, and determine the positions of Societcietmeaia in the text content.

Samples Analysis

Play: The return of the man who did not miss

Written by Ali Abdul Nabi Zaidi

Characters

- Woman
- The groom

Play Story:

The play revolves around a social incident that is almost fictional between two personalities of women and the groom, or is evoked from the imagination of the woman's imagination, as the elements of fear and time struggle with the absence of her groom, which is waiting for nearly twenty-one years. The Supreme, believing that he slept for almost the whole day, and when a woman requests to wash his head shocks through a mirror of what is seen from the whiteness of his head;

Analysis:

The play was characterized by the return of the man who did not lose many social attributes coded Societcietmeaia different systems and contexts and signs of replacement, the writer depicts the reader features of the character of the woman as a woman who passed the menopause, and the character of the groom that comes from the upper room, although there is no room for peace in the middle of space Presumably for the event and lead to this ladder chicken coop only, as a young man in the prime of life, and that the reason for the large character of the woman came from the act of waiting, which lasted for nearly 21 years. A subconscious, symbolic reactivity is represented by this statement.

"Woman: Yesterday! Is this all that holds your head from time? An hour, two hours, three, tell my head how many tons of hours he carries screaming, tell my body: I really became a black mass walking only. Tell my bed: Have you slept over my bride since I left .. . "

These gestures were the result of immediate emotions. In the groom's belief that he slept one day, although the signs of a woman's personality do not suggest it, he hardly knows her features.

Groom: Why didn't you let me sleep so long?

Woman: Why did you leave me sleepless all that time? P. 122

Societcietmeaia is transmitted through the idiomatic signs in which the woman's character behaves through language with meanings and symbols expressing her anger and loathing all these years.

Woman: Your honor ?! How wonderful that men swear by their honor, wonderful, but who believes that his honor .. After leaving him a cheap dress in an auction. P. 122

Also available in the text Societcietmeaia values derived from historical references, the writer returns to the primitive man and hunting operations, and to those rituals followed by staining hands red pigment, which was used by the woman 's personal evidence of murder.

Woman: Your hands are contaminated.

Groom: What?

Woman: Red pigment. P. 123

The adaptation of the woman's personality with the wait made her refuse the return of her long-awaited husband, or do not want to see her took the years beauty, Susitosemia hands

Woman: Your hands were cut off all the roses and music that were sleeping here safely.

Groom: Any cruelty carries your tongue, you are pretending to manhood not worthy of your femininity. P. 123

There is a Societcietmeaia teleological and it happened because of the constant wait, and this behavioral pattern originated through the expectations of women for what is coming by assuming that the age did not remain much, it is a rational expectations of the personality of the woman and see it in this way, but the person of the groom does not want to acknowledge these expectations.

Woman: You didn't stay old enough to stay.

Groom: (yelling out) you traitorous wife.

Woman: Scare me with cocks while you're wearing chicken. Pp. 129--130

But she is sure about this man's cheese, so she calls him a chicken.

the fourth chapter

research results

First: the results

1 - Contemporary plays were characterized by types of Societcietmeaias with social implications based on symbols symbols.

2. Societcietmeaias are formed by symbolic interactions, of which language is the main cause.

3 - Social behavior as a result of direct interactions cause the emergence of Societcietmeaias.

4 - does not require the Societcietmeaia that the originators of large groups of human beings arise between two or more people because of a social situation in the immediate possession of semantic symbols addressed to the other and interpret these symbols properly.

CONCLUSIONS

Language is the means that have the largest part of the communication mechanism, and therefore be the largest share in the events of Societcietmeaia, but can occur Societcietmeaia through gestures and signals.

Societcietmeaia is the interpretation of a message addressed from one person to another through a social position and this position is the carrier of this message, and therefore may vary the content and form of Societcietmeaia change of this medium, except in the rise and take the form of value, the content is of almost constant significance in the context of the use the first.

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Employment of Hotel Classification to Increase Tourist Demand in the Holy Province of Karbala Period 2010-2017

Empleo de clasificación hotelera para aumentar la demanda turística en la provincia sagrada de Karbala período 2010-2017

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ABSTRACT

Hotels are one of the main pillars in the success of the process of tourist activities in countries that have a variety of tourist elements. The variety and classification of hotels differentiates the levels of quality in services. In the case of the sacred province of Karbala, a hotel classification with a variety of quality levels and stars was adopted to express the diversity of services offered within the country's conditions and tourist demand.

Keywords: Hotel, tourism, tourist demand.

RESUMEN

Los hoteles son uno de los principales pilares en el éxito del proceso de actividades turísticas de países que tienen una variedad de elementos turísticos. La variedad y clasificación de hoteles diferencia los niveles de calidad en servicios. En el caso de la provincia sagrada de Karbala se adoptó una clasificación hotelera con una variedad de niveles de calidad y estrellas para expresar la diversidad de servicios que se ofrecen dentro de las condiciones del país y la demanda turística.

Palabras clave: Demanda turística, hotel, turismo.

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INTRODUCTION

The tourist activity is an economic support on local and international levels for countries that possess elements of tourist variety (archaeological, religious, natural, cultural). This activity needs complementary pillars. One of them is the variety of hotels with tourist and popular classifications, and tourism services provided therein. They help and stimulate the large number of tourist demand in the tourist cities, as well as the tourist cities need tourism laws and legislations, the entry of tourism investment and the adoption of modern building hotels internationally classified models, increasing awareness and tourist culture of the local community in order to achieve ambition goals.

Accordingly, the tourism demand and tourism components in the province of Karbala have been addressed in order to determine the validity and diversity of classification of tourist hotels in increasing tourist demand. The study is divided into three fields: the first section represents the methodology, the second is the conceptual framework of the hotel, and the third is the tourist demand in Karbala governorate. Then, it come the conclusions and recommendations reached by the research.

Depending on the important role of hotels in providing hotel accommodation services for tourists and providing all the necessary needs for the comfort of the tourist from the moment, he enters the hotel to the moment of departure, so the problem lies in the absence of knowledge that the classification of tourist hotels in the province of Karbala has a role in the movement of demand for Accommodation and enjoyment of the services provided therein .

Ojective of the research

1. To know the classification of tourist hotels in the province of Karbala during the period (2010 - 2017).
2. The extent to which tourist demand is affected by the classification of these hotels and how each classification is treated.
3. To develop possible solutions and treatments, policies and mechanisms to develop and enhance tourism activity in the future.

Hypothesis of research

The hypothesis of research is very important in the tourism market by knowing the ability to classify the hotel in its role of the movement of tourism demand for hotel accommodation in the holy province of Karbala for the period (2010 - 2017); so its knowledge will be caused by the controlling factors in this context and thus provide all opportunities to take advantage of their positives and develop appropriate treatments for their disadvantages.

METHODOLOGY

The research used the analytical descriptive method for the availability of data and statistics from the relevant authorities, as well as the use of books, sources and research for other researchers.

Temporal and spatial limits

The temporal limits are from the period 2010 - 2017, while the spatial is in the holy province of Karbala.

LITERATURE REVIEW

Gerald Latin, a professor of hotel management at Cornell University in the United States in his book “hotel management and in his presentation of history of hotels establishment." The city will not be of much value unless it has at least one hotel to impress its visitors with its splendor and hospitality.

In his book "Hotel Management", Professor Abu Bakr Omar al-Hadidi points out that it is likely that the word "hotel" is derived from the word " pedokia" or " penducita", the ancient Greek language, which crosses either of the ancient Greek it dwellings . It had leaked from the lards of Greeks to the countries of the ancient east at that time and spread in it.

The hotel has several previous names such as the hostel or the Khan or the agency or the box "is a building equipped and prepared to receive guests and accommodation, so that the guest will find comfort and shelter and food for a certain period of time for a specific and defined wage "

It is defined by Webster 's Dictionary as " a large building offers accommodation, food and other services for travelers , " Hotels are organizations of multiple types The hotels, shapes and purposes, It has spread throughout the world. They are major system and part of the tourism sector of every country in the world, which constitutes a certain percentage of it.

The hotel is an economic, social and technical unit (a main complex system) that includes bases for guests and consists of a group of partial activities (partial systems), mainly: front office activity and hotel management activity, food and beverages activity, marketing and sales activities, individual management activity financial purchase main tenant and security activity which affect each other and are influenced by each other and work together to achieve one of the most important goals: providing shelter and food services for individuals for a fixed wage (Michel Anker, 2011: 51) .

The hotel is also known as a "hostel where the guest finds shelter, food and service for a certain period of time for a known wage" (Halabo, 2001: 20) .

Characteristics of hotels

1. Hotel service is intangible: it is difficult to highlight the facilities or benefits of the hotel or the appointed restaurant because these services may be associated with the personality of the staff in hotel facilities and their efficiency.
2. The hotel service is considered as a poor service or a service that can be finished, hence it is not possible to store the unsold services for the next day.
3. Hotel services cannot be transferred to the customer and the tourist must move to where the hospitality service or archaeological site is located. Here, the developments in the restaurant sector must be addressed.
4. The user of the service must obtain the service from its provider or its revenue at the specified time and place.
5. The hotel service is a variable service, through the service provided to a customer that may be different from the service offered to another customer who lives in another room.
6. The hotel service is characterized by fluctuation and instability, and this is reflected in the demand and supply conditions on the hotel services. In the case of high demand, these institutions do not have sufficient capacity to fill the demand, and the offer causes loss resulting from the capacity of the sale is left empty or unsold Due to the recession of demand.
7. The Hospitality Foundation must provide tangible evidence of equipment, furniture, elevators, telephones, fax machines and the Internet. (Hafiz, 26: 2010)

Advantages and disadvantages of hotels

1- Advantages of Work at the hotel :

A. **Long-term career opportunities**: Salaries and jobs in the hospitality industry generally start from low grades and low salaries, but there are multiple opportunities for career development. The entertainment scale is hard work, excellence and uniqueness and not the seniority of the employee. He starts with a receptionist, but after 10 years, he can be Director.

B. A pleasant field of work: Working in the field of hospitality gives you the opportunity to meet different groups of people such as kings, presidents, artists and others. In the field of hospitality, everyone is cheerful and happy to work even if the purpose of the work is profit or ranks, unlike work in a boring ministry and its permanent leaders.

2- Negatives of work at the hotel :

1. **Long working hours:** work in hospitality is tiring because the hours are long, and throughout this time (the working time) the waiter or receptionist cannot rest during working hours, especially that the hotel works 24 hours, unlike employees in the government departments who can rest and also if the one of the employees was absent. It is obligatory for his colleague to continue his career which may take a full day.
2. **Unstable (non-traditional) agendas:** Due to the flexibility and instability of hours in the hospitality industry, it is difficult for a staff member to determine his work schedule exactly. What may be a day off may turn into a workday, and half a day may become full day work in the event of congestion Or absence of staff.
3. **Work pressure:** Work in hospitality is almost entirely dependent on human beings, and machinery has little to do with work, leading to increase working pressure on staff. The waiter is responsible for a number of tables and another person is responsible for another. The receptionist is responsible for booking and answering the phone Together.
4. **Wages are very poor at the beginning of work:** but they improve after that and the more work and customers, the more profits and increasing in the share of employees in the hotel, for example, the price of the food bill increases the price of service, and there is a profit rate. (Hafez, 2 8 : 2010)

The hotel industry and its impact on the tourism industry

Tourism is an important factor for the economic growth of the country which is conducting an effective tourist movement. The process of transferring tourist funds (foreign currency) to the economy of the country which receives tourists is considered an invisible income. Tourism is therefore associated with international trade. It is considered a composite industry through its relationship with other productive sectors. If amounts of income from tourism increases, the possibility of the State to import goods and services and contribute to tourism in trade exchanges, increases and developing countries need to increase interest in the economy because it is an important source of foreign currency, and development factor in the country.

Since the hotel is considered one of the requirements of a modern civilization, we cannot imagine a civilized country without a hotel, there is no tourism without hotels and no hotels without tourism.

Therefore, any city will not be of great value unless it has at least one hotel to influence its visitors.

The hotels play the first main role in the development of tourism in any country in the world, tourists spend a long time in hotels, especially for therapeutic tourism, business and conference tourism, and tourists upon arrival in any country, the first thing to search for is the hotel before searching for food or drink on the one hand, and on the other hand, the hotels give good impressions to the tourists about the country they visit after impressions of the airport or port .... Etc. (Tawfiq, 1997: 39)

Hotels tourism is important in terms of tourism as it is an important source of foreign exchange and it contributes to the elimination of unemployment, which is a comfortable industry, especially that countries

encourage this industry by tax and customs exemptions on most of the operating requirements and hotel needs.

The hotel industry is characterized by manpower element therefore the success of this hotel management depends on effective micro - control aspects of the prevailing activity through the accounting system, as well as the administration 's success in the selection of staff.

The modern trend of the hotel industry is to organize tours from one city to another and from one country to another In agreement with the international airlines, or owning one of them and to be accommodated in the same hotel or the same series of hotels.

Hence, the importance of the role of hotels in the national economy if it is considered by the tourism organizations concerned as a future industry in itself. (Al-Zaher and Elias, 15: 1: 2007)

The hotel industry needs to take great care and support of science and technology so that it can perform its role in the service of economy and national development. Here we can observe how the balance of the Iraqi tourist is distributed on the components of goods and services production according to the budget of domestic and foreign tourists in spending on buying the tourist product during his tour to Iraq and As shown in Table (1):

Schedule (1) The budget of the tourist coming to Iraq

Elements of expenditure	The ratio
Residence	45 %
Food and drinks	20 %
Internal transport	15th %
Purchases	10 %
Entertainment	5 %
Other activities	5 %

Source: Maha Abdul Sattar Abdul-Jabbar Al-Samarrai, Foundations of a proposed science for calculating tourism income and its impact on Iraqi national income, Master Thesis, Introduction to the Faculty of Management and Economics, Department of Tourism and Hotel Management, Mustansiriya University, 2010, 106-105 .

Many of the tourist countries in the world started focusing on modern and huge hotels and interest in them. Today, hotel management is one of the most difficult professions that needs a permanent challenge, and at the same time less understanding of the global economy. Despite the fact that all the cities, whatever their size, there is at least one or more hotels, though also that every citizen has some contact and at least once in the hotel life.

The hotel is thus satisfying the necessities of modern life, and as a result of the increase in the global tourism movement, the ease of transition, and the different desires of tourists according to their customs and traditions, so the hotel industry must meet all the needs of tourists and their demands from around the world. (Al-Zaher and Elias, 15, 3 : 2007)

Modern hotels do not only provide accommodation, but also provide all facilities and necessities such as food and beverages, specialized restaurants, public halls, cleaning clothes, sports clubs, nightclubs, swimming pools, shopping malls, banks services ,postal and telephone services and other services such as secretarial and translation.

Experts point out that half of the tourism resources come from hotel resources, which means that if the hotel resources increase, the share of tourism resources will increase and vice versa. For this reason, we note that the developed countries are interested in the establishment of the hotel industry. And the hotel if it remains

unchanged the hotels will be empty of tourists and vice visa Hotel industry, the tourism industry, it becomes stapes without any change or study to meet the needs of tourists and their wishes, it will end

The hotel industry, such as the tourism industry, is highly sensitive to the political, economic, social and security changes in the country. The lack of security leads to the failure of tourism, regardless of the tourist attractions and tourist facilities, and also leads to the failure of hotels . (Al-Zaher & Elias, 154: 2007)

Types of hotels

1. **City hotels**: Located in the large and medium cities, they are always within the municipal boundaries. Their services range from excellent to third class, and their prices vary according to the grades.
2. **Airport hotels**: These are hotels near the world's largest and most important airports, ranging from excellent to three-star, offering services to travelers by air or in the event of aircraft crashes, most of which are intended to accommodate patients traveling by air.
3. **Motels**: Hotels dedicated to travelers by private cars and buses, located on highways, always have reasonable prices and average services.
4. **Resorts**: They are hotels or neighborhood villages located in natural areas near mountains, lakes, rivers, etc., and are often high in degrees and prices as well, and the period of residence of tourists is long and its location is always outside the cities.
5. **Tourist hotels:** hotels that ear located on the important and famous world coasts, and are featured with their big sizes , and the diversity of its services, high grades and excellent services, located in some tourist cities in the world such as Las Vegas and Atlantic City and Monte Carlo ... etc, offering integrated services for tourists .
6. **Youth hostels**: It is a residence set up and accommodation for young people and university students and services are simple and cheap prices for young people.
7. **Mobile hotels** are divided into:

a. **Floating hotels**: They are ships and steam ships that contain sleeping rooms, restaurants and theaters, and their prices are high, and their services are excellent and include staying there for several days until completion.

b. **Mobile land**: These are rooms located in trains or buses or in the form of large cars with sleeping rooms, ranging from expensive to medium.

c. **Flying hotels:** They are found in the aircraft are family-shaped seats for travelers to comfort and be expensive.

8. **Therapeutic hotels**: hotels located near sulfur or mineral baths, and are always integrated services, and expensive, and used for treatment and rehabilitation for therapeutic tourism.
9. **Sports hotels**: hotels located near large stadiums or located near ice skating centers, ranging from medium to high prices and are always dedicated to sports tourism. (Al-Zahir and Ilyas, 15 May 2007).

Factors that determine the shape of the organizational structure of the hotel

The organizational structure of any hotel is influenced by many factors which play an important role in raising the attractions and increasing the occupancy rate. The factors that determine the organizational structure of any hotel establishment are the following factors:

1. **Location and marketing** : The location and service of the hotel play an influential role in the occupancy rate and therefore in the type and number of members of the organizational structure. The hotels are often similar of appearance to the organizational structure, especially for these which are allocated to receive large groups of guests.

2. **Ownership Quality:** ownership of hospitality establishments type plays an important role in the significant impact on the overall size of the hotel and thus on the number and type of work team for this hotel, intended ownership of the hotel is the extent of their subordination to individuals, institutions or companies or hotel series or some hotels with franchise rights, each of which has a specific design or form and a team who shares his responsibility with the management center of these hotels.

3. **Suitable style hotel** : The hotel staff varies according to the hotel quality and size to determine the size of work to be done and the services provided to the quest . It is intended to provide full services from the beginning of the arrival of the guest to the hotel, all this aims to provide excellent services to the guest using skilled labor and excellent management working hard to satisfy the desire and satisfaction of the guest.

4. **Services to the Tourist** : There is no doubt that the degree and rank of the hotel affect mainly and large on the sections that make up the organizational structure of the hotel and this in order to provide the best services to the guest and of course will correspond to the prices of these hotels.

5. **The size of the used capital** : It is obvious that the capital used in the establishment of any type of hotel institutions significantly affect the form of the organizational structure of these hotels, it is also obvious that if the capital invested in the establishment of a hotel is large , it will lead to an effective impact In the number and form and efficiency of the organizational structure, as the abundance of capital in turn lead to the establishment of a hotel to a degree of specifications desired by the owner of the capital type, size and management and this is reflected in the type and amount of services provided to the tourist (Juma and Al-Zalaki, 347: 2009).

Classification of hotels

Hotel business appearance and the emergence of importance in more than one country led to the creation of the idea of hotel projects arrangement to degrees, and based on that vision hotels are classified according to the principles and regulations differ according to the views of specialists around the world that should be adopted in the classification due to the absence of a specific standard depends continuously For the purpose of classification and other factors, and the most important criteria by which the classification of hotel establishments are divided or classified .(Jassim, 11 6 2014) :

1. By degrees.
2. According to the price level.
3. According to the stars.
4. Depending on the length of stay.
5. By ownership.
6. According to the site.
7. In terms of services.

However, It is known at the level of tourist and citizen is classified by the stars and classification by grades because the classification itself reflects the other details, and therefore hotels are divided in terms of number of stars to the following:

1. **Five star hotels:** the finest hotel types, offering full service at high prices.
2. **Four Star Hotels:** offering full service but less than 5 star.
3. **Three star hotels:** less than four-star hotels and no additional services at the previous level.
4. **Two hotels:** These are popular hotels due to the low standard of furniture, and there are common uses in public areas as toilets.
5. **One star hotels:** very modest for their services, number of rooms, prices and facilities provided.

Classification by grade includes: (Jassim, 117: 2014)

1. **Superior class hotels:** offering full service to guests at relatively high prices, characterized by specific features as location, rooms, food and beverage, with emphasis on the quality of the food provided by their restaurants and bars.
2. **First class hotels:** The hotel is one of the best hotels in the city, offering the best hotel services in an integrated manner, but not at the level of services provided by the excellent hotels and the prices of services are lower than the prices in the excellent hotels.
3. **Second class hotels:** It is a good hotel, offering the lowest level of services offered by first class hotels at lower prices, also characterized by specific features in terms of location, room, food and beverage sector.
4. **Third class hotels:** It is a popular hotel where the level of services provided are modest, cheap prices and specific services.

TOURIST DEMAND IN THE PROVINCE OF KARBALA (PRACTICAL SIDE)

First: The tourist components in Karbala and the tourist demand

1- Tourist components of Holy Karbala

Karbala Governorate has a number of unique natural, historic and archeological elements in the world, both Arab and international:

a. Natural components: Lake Razzazh and tourist sites in the district of Ain Tamr.

b. Historical and archaeological components

1. Al-Ukhaydir Fort.
2. Al-Tar Caves .
3. The Indian clam.
4. Fighter Palace .
5. Dalma and Al-Hasona hills.
6. The Palace of Shimon.
7. Majda Lighthouse.
8. ruins of Khan Nakhilah.
9. Khan al- Atish .
10. Khan al - Atashan.
11. Al Owain Palace.
12. Palaces (Ain Al-Tamr)
13. Manarat Al - Abd.
14. White arch .

c. **Religious components:**

1. The Holy Husseini Ataba.
2. The holy Abbasid Ataba.
3. Shrines.

d. Hospitality Malls .

e. Customs and Traditions.

f. Traditional folklore industries.

g. National dress .

h. Tourism Education.

i. Libraries.

2-Tourist demand:

The tourist demand in Karbala governorate is to develop the concept of tourism demand to reach a simple idea of its concept. The tourist demand is defined as "the total number of tourists who benefit from tourism services and facilities. The tourist demand here is the flow of tourism to the international areas"

It is also known as "the total number of persons traveling or wishing to travel for the use of tourist facilities far from their areas of residence"

It is known as that as " a group of trends and desires and reactions towards a particular area, and as long as this desire to travel is an acquired motivation and somewhat late in the ladder of psychological motivation, which its role comes after the original motives that are based on biological basics related to human life, such as hunger, thirst and clothing And housing, payment to travel is subject to various indicators that lead to multiple variables in the views of the people " (Shubar and Mushafi, 315: 2015) .

Second: Classification of hotels by tourist classification in Karbala Governorate for the period 2010-2017

Table (2) Number of Hotels by Tourist Category in Karbala Holy Province for the Period 2010-2017

the year	Excellent (five stars)	first (Four stars)	a second (Three stars)	Three-star hotel	Fourth (1 Star)	Fifth (popular)	Total	Evolution rate
2010	0	1	56	33	139	32	261	-
2011	2	3	109	115	107	41	377	0.44
2012	1	6	107	122	107	123	465	0.23
2013	1	9	149	130	125	163	577	0.24
2015	1	11	139	132	142	177	602	0.043
2016	1	14	153	134	175	190	667	0.11
2017	1	11	161	201	196	188	758	0.14

Source: Prepared by the researcher based on the Ministry of Planning, Central Organization for Statistics and Information Technology. , Directorate of Trade Statistics, Survey of hotels and tourist accommodation for the period 2010-2017 .

Third: the development of housing capacity in the province of Karbala for the total Iraqi hotels for the period from 2010 - 2017 : To give a realistic idea of the development of housing capacity in the province of Karbala, see Table (3).

Table (3) Number of hotels, number of beds and rooms and the rate of development and housing capacity in the Governorates of Karbala for the total for the period of 2010 - 2017

the year	Number of beds	Family housing capacity	Evolution rate	The number of rooms	The housing capacity of the rooms	Evolution rate
2010	13384	4885160	-	4968	1813320	-
2011	35963	13558051	117.5	14182	5176430	1,854
2012	35710	13034150	3.86 -	15686	5725390	0.106
2013	44432	16217680	24.4	17267	6302455	0,100
2015	55887	20398755	25.8	22154	8086210	0,28
2016	56570	20648050	1.22	22216	8108840	0.028
2017	85249	31115885	0.51	35504	12958960	1.5

Source: prepared by the researcher depending on the Ministry of Planning, the Central Bureau of Statistics and information , the Directorate of Trade Statistics, Survey hotels and tourist accommodation complexes for the period 2010-2017 .

Fourth : Revenues of hotels classified as tourists and revenues of popular hotels in Karbala governorate for the total hotels for the period from 2010 - 201 7

Table (4) revenues of classified hotels and tourist revenues popular hotels in the province of Karbala for the total for the duration of 2010 - 2017

The year	Income of hotels classified as tourists	Revenues of popular hotels	Total The value of thousand dinars
2010	21508108624	-	21508108624
2011	81944114550	1620387860	83564502410
2012	73634951774	4612414500	78247366274
2013	71472096015	5527228125	76999324140
2015	178815889	12735566	191551455
2016	157198271	14059441	171257712
2017	95280072	8135226	103415298

Source: Prepared by the researcher based on the Ministry of Planning, Central Organization for Statistics and Information Technology. , Directorate of Trade Statistics, Survey of hotels and tourist accommodation for the period 2010-2017 .

Fifth: The development of hotel demand in Karbala governorate by nationality during the period 2017 - 2010 Table (5)

Table (5) internal demand hotel (Iraqis) compared to demand outside the hotel (non - Iraqi) in the province of Karbala , the proportion of the total Iraqi hotels during the period 2017 - 2010

The year	Iraqis	Multiple nationalities	Total Guests
2010	48683	470494	519177
2011	448694	1478743	1927437
2012	1138635	996551	2135186
2013	1859375	1255774	3115149
2015	1304634	1252989	2557632
2016	1429510	1871216	3300726
2017	760907	1543176	2304083

Source: prepared by the researcher depending on the Ministry of Planning, the Central Bureau of Statistics and Information Technology. , Directorate of Trade Statistics, Survey of hotels and tourist accommodation for the period 2010-2017

Sixth : The number of nights in Karbala Governorate for the total hotels during the period from 2010 - 2017

The number of nights index is another qualitatively indicator to measure the evolution of hotel demand so we study in this paragraph to indicate the development of a qualitative demand hotel in Karbala for the total during the period 2006 - 2015 . See table (6).

Table (6) Number of Nights in Karbala Governorate for the Country During the Period From 2017 - 2010 .

The year	Number of nights
2010	1544125
2011	5956886
2012	5680502
2013	6614592
2015	6663676
2016	8871503
2017	5049773

Source: Prepared by the researcher based on the Ministry of Planning, Central Organization for Statistics and Information Technology. , Directorate of Trade Statistics, Survey of hotels and tourist accommodation for the period 2010-2017 .

Through the practical side and the tables above, the great role in the classification of hotels in the holy province of Karbala is illustrated by the increase in the continuous and tourism demand and gradually from 2010 to 2017, thus achieving the hypothesis of research which is the " ability to classify the hotel in its role of tourism demand for accommodation Hotel in the holy province of Karbala.

CONCLUSIONS

The tourist classification in Karbala governorate is varied and combines tourist hotels and popular hotels.

The hotel accommodation in the province of Karbala represents the largest proportion of the tourist budget.

The number of tourist and popular hotels in the case of continuous increase in the province, where in 2017 reached (758) tourist hotel and popular, where in 2010 (261).

The housing capacity of the beds household is in an increasing manner, reaching in 2017 to (31115885), increasingly from 2010 (13384). This represents the great role of hotel classification on tourism demand, as well as the housing capacity of the rooms in 2017 (1813320) And a large difference from 2010 (12958960).

The weakness of the hotel base for the excellent hotels and the large number of hotels four and three stars due to weak foreign investment in the province.

The capacity of the tourist demand base on hotel accommodation in late and popular grades shows the extent of the impact of economic forces, especially income and prices on tourism demand. This reflects the large capacity in the area of low-income social groups.

The absence of tourist awareness and tourism culture for some social groups.

The diversified classification of hotels in the holy province of Karbala reflects its role in drawing the tourism demand map, which supports the validity of the research hypothesis.

Adopting international standards in the classification of tourist hotels in order to increase tourism demand.

Do not allow the construction of random hotels that do not represent a positive addition to hotel buildings, and rely on maps, designs and hotel models.

Encourage the entry of foreign investments and the conclusion of tourist agreements aimed at rehabilitating and developing existing ones at the level of construction, technology and acceptable tourism service.

Setting laws and legislations that help to promote the tourism reality in the governorate.

The aim of reducing taxes and deductions from the citizen and increase salaries and wages and social declarations and within successful economic conditions.

Adoption of the style of series hotels for civilized as an effective means accompanied with the approved standards of hotel activity.

Exploiting the outputs of tourism education in the province of Karbala to improve the hotel reality as worthy of extensive experience.

Investment in infrastructure and superstructures to meet the needs of tourism activity and increase the absorptive capacity that is consistent with the real potential of these structures.

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IPSAS in the Municipal Sector of Iraq and its Importance of Optimal Use of General Funds in Provision of Services

Las IPSAS en el sector municipal de Iraq y su importancia en el uso óptimo de fondos generales para la prestación de servicios.

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ABSTRACT

This document aims to clarify the concept of International Public Sector Accounting Standards (IPSAS), the scope of its application, the steps of its issuance, the interview with IAS and IFRS, and the importance of its adoption through the analysis of the latest international studies for the adoption of IPSAS and plans for future reform complying with these standards. The research took a deductive and analytical approach. The conclusions were the following: there is a global trend towards IPSAS. The number of countries that will adopt IPSAS in 2023 will be 107, which represents 72% of the proportion of successful experiences.

Keywords: **:** IPSAS, Iraq, municipal sector.

RESUMEN

Este documento tiene como objetivo aclarar el concepto de Normas Internacionales de Contabilidad del Sector Público (IPSAS), el alcance de su aplicación, los pasos de su emisión, la entrevista con las NIC y las NIIF, y la importancia de su adopción a través del análisis de los últimos estudios internacionales para la adopción de IPSAS y planes para futuras reformas que cumplan con estos estándares. La investigación adoptó un enfoque deductivo y analítico. Las conclusiones fueron las siguientes: existe una tendencia global hacia las IPSAS. El número de países que adoptarán las IPSAS en 2023 será de 107, lo que representa el 72% de la proporción de experiencias exitosas.

Palabras clave: IPSAS, Iraq, sector municipal

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INTRODUCTION

In the face of the development and complexity of government activities, difficulties have arisen in many countries of the world in the interpretation of financial statements and use it for comparison purposes due to the different principles, methods and assets of their government accounting systems. They led some international professional organizations specialized in the field of accounting to encourage the establishment of a basis for compatibility between the various accounting systems. The IFAC recognized the need for a unified global accounting framework in the public sector. Through the issuance of international standards basically clarifies the terms of recognition, measurement, display and disclosure relating to transactions and facts in financial statements prepared for general purposes in institutions of the public sector around the world. In other words, in practice a framework of accounting standards is needed be responsible for providing guidelines for fair dealing rather than flexible accounting rules and techniques and to ensure, users to the integrity of the financial statements and reassurance, and Judging the validity, reliability, understanding and comparison of the information provide,

Therefore, most of the countries of the world have made radical reforms in order to increase efficiency to their accounting systems in response to the public's desire to obtain public services of higher quality, and to the conviction that the reform of public sector units starts from the development of accounting systems through the adoption of uniform international standards. Therefore, IPSAS standards can be considered as the cornerstone in achieving efficiency and sustainable development with the least effort and spending resources. As well as the possibility of benefiting from the experiences of some neighboring countries and similar to the economic environment of Iraq to some extent on how to deal with the problems that arise starting with the adoption of these standards.

Due to the expansion of public sector activity, and the municipal sector in particular, due to its wider role in providing services, especially tourism services resulted in a large increase in the volume of expenditures and the diversity of its fields and ravines and the diversity of sources. They abandon the adoption of the method of monetary basis in accounting measurement to follow the accrual basis for providing an objective vision for the safety of spending and show a clearer picture of assets and liabilities. However, this shift to Accrual basis without the adoption of specific standards has resulted in several problems in the application. Accounting processors present the financial statements, and create discrepancies with other countries in a way that hinders the comparison process, understanding the financial statements of its users, making decisions whether locally or even internationally by some external donors or at the level of consulting with a similar sector in other countries and enhancing cooperation. This requires the adoption of standards to ensure the validity of the transition to the basis of accrual and address current and future problems. This is provided by (IPSAS), so the problem of the research revolves around the adoption of the municipal sector in Iraq on an accounting system that does not guarantee the accuracy and correctness of accounting treatments and the presentation of financial statements. It weakens transparency and accountability despite the existence of global accounting standards for public sector units applying the accrual basis provides reliable financial statements through the accuracy and correctness of recognition, measurement and presentation which reflects on the exploitation of public money to provide municipal and tourist services .

The objectives of the research were to clarify the concept of IPSAS, the scope of its application, the mechanism and the steps of its issuance, its benefits and challenges, the importance of its adoption and interview with IAS and IFRS and to analyze the latest international studies of IPSAS accreditation and future reform plans to address these standards.

METHODOLOGY

This research was adopted for the deductive and analytical approach through the theoretical concepts of IPSAS, analysis of its method of issuance and analysis of the latest study on the trend of countries around the world to adopt these standards

LITERATURE REVIEW

The emergence and concept of IPSAS

The International Public Sector Accounting Standards Initiative (IPSAS) began in 1996 when the International Federation of Accountants (IFAC) established the Public Sector Board (later renamed the International Public Sector Accounting Standards Board IPSASB) to develop international public-sector accounting standard in preparing general-purpose public sector financial statements worldwide based on the process of the International Accounting Standards Board, this initiative was supported by the International Monetary Fund, World Bank and the United Nations (Biraud, 2010). There were two phases in the standard-setting , the first stage was from 1996-2002, during which 20 international accounting standards were issued through the adoption and adaptation of the International Accounting Standard (IAS). The second phase, which began in 2003 and so far, there have been a series of standards issuances through the continued adaptation of IAS standards as well as the International Financial Reporting Standards (IFRS), in addition to focus on specific issues in the public sector. This is shown in Table 2 (Chan, 2006), (Chan & Zhang, 2012).

Accounting standards are the rules for the preparation of financial statements. They are generally accepted principles of accounting that define the type of information that should comprise the financial reporting and how they should be prepared and determine acceptable and unacceptable accounting practices (Gernon & Meek, 2001).

The philosophy behind accounting standards is that in order for financial statements to be useful, they must be understood by all users, It is therefore necessary to apply common accounting policies, principles or regulations established by qualified and independent professionals.

Therefore, the Authors believe that accounting standards can be defined in two directions:

> **The first trend:** Guidance As the translation of the conceptual framework and accounting principles, it links objectives and concepts to practical applications.
> **The second trend:** Guidelines As solutions that have been formulated and disseminated by studying the problems that have occurred in practical accounting practices and limiting their causes.

Note that the second trend is the exact opposite of the first trend, which starts from practical applications and ends with general principles, which is known as the approach based on rules. While the first trend starts from the principles and ends with practical applications, which is known as the approach based on principles.

Each trend has its advantages and disadvantages. The first trend is to develop accounting practices and develop solutions to problems that may occur in the future, but one of its disadvantages may produce standards that are not applicable in practice. The second trend ensures the practical application of the standards as they were formulated primarily from studying problems in existing accounting practices, but the disadvantage is to stay within the framework of those practices without development and develop solutions to problems that may occur in the future.

As for IPSAS refers to these as official statements that clarify the confession, measurement, display and disclosure terms that address operations and events in financial statements Related general purpose (IFAC, 2018). It can also be seen as general guidance leading to the rationalization and regulation of accounting work in government units (Minh, 2014).

Notes from the above, IPSAS is a practical set of rules and a series of generally accepted principles that represent the consensus of experts, bodies and professional organizations specialized in the field of accounting, uniting accounting practices globally by guiding the work of accountants, processors, presentation and full disclosure for the sake of improve the quality of the government's financial reporting on the results of the activity and preserving public money and providing high quality services, including tourism services.

The scope of application of IPSAS standards for all public sector units except government, businesses, and public sector units includes national and regional governments (e.g., state, territory), Local authorities (governorate, town) and relevant government facilities (agencies, councils, committees, companies), As for the Government Business Enterprise (GBE) which is excluded from the application of these standards instead applies (IFRS) which are adopted by the special sector. Government Business Enterprise, is defined in the IPSAS Standards as:

> An entity that has the power to contract in its own name, Has been assigned the financial and operational authority to carry on a business, it sells goods and services during its normal course of business to other entities in return for profit or full cost recovery, not reliant on continued government funding, and controlled by a public sector entity (IFAC, 2016).

The mechanism for issuing IPSAS

IFAC is responsible for the issuance of these standards by delegating authority to the IPSASB. The IPSASB adopts a formal issuance of these standards in consultation with the Consultative Group and provides an opportunity for feedback from IFAC member bodies, the auditors, and who prepare the financial statements, to date, 42 accounting standards have been issued on an accrual and one on a cash basis (IFAC, 2019). During the series some standards have been cancelled and replaced. The following table shows the cancelled and alternative standards:

Table 1. Canceled standards and alternative standards

The number and name of the canceled standard	The number and name of the alternative standard
6 Consolidated and Separate Financial Statements	34 Separate Financial Statements 35 Consolidated Financial Statements
7 Investments in Associates	36 Investments in Associates and Joint Ventures
8 Interests in Joint Ventures	37 Joint Arrangements
15 Financial Instruments: Disclosure and Presentation	28 Financial Instruments: Presentation 29 Financial Instruments: Recognition and Measurement 30 Financial Instruments: Disclosures
25 Employee Benefits	39 Employee Benefits

Source: Preparation of Authors based on the issuance of standards until 2019 by the IFAC

It is clear from the previous table that the number of remaining or ongoing standards is (37) on an accrual basis.

These standards are issued through several steps, which can be summarized in the following figure:

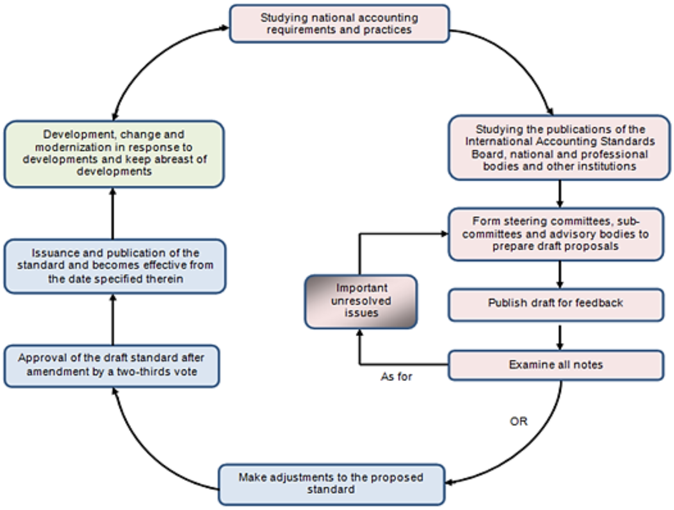


Figure 1. Steps to Issue IPSAS
Source: Prepared by the Authors

It has to be mentioned here the IPSAS Issuance is highly dependent on adaptation of IAS and IFRS, as well as some public sector issues, so IFAC emphasized that "the IASB Conceptual Framework for Financial Reporting" Is an appropriate reference for users of IPSAS. The IPSASB is in the process of developing a conceptual framework for the public sector that when completed it will be an appropriate reference for users of IPSAS standards and other Board publications (IFAC 2018).

For this reason, the Authors reviewed IPSAS according to the years of its issuance to relate each of them with the (IAS) and (IFRS), which were adapted to the kind of the work of the governmental units in addition to the standards issued for the public sector activity, Table (2) shows That:

Table 2. IPSAS corresponding with IAS and IFRS

Year of issuing the standard	**Number and name of the IPSAS**	**the standards Corresponding IAS, IFRS (propped as a basis in IPSAS adaptation)**
2000	**1** Presentation of Financial Statements	**IAS 1** Presentation of Financial Statements
	2 Cash Flow Statements	**IAS 7** Cash Flow Statements
	3 Accounting Policies, Changes in Accounting Estimates and Errors	**IAS 8** Accounting Policies, Changes in Accounting Estimates and Errors
	4 The Effects of Changes in Foreign Exchange Rates	**IAS 21** The Effects of Changes in Foreign Exchange Rates
	5 Borrowing Costs	**IAS 23** Borrowing Costs
	6 Consolidated and Separate Financial Statements	**IAS 27** Consolidated and Separate Financial Statements
	7 Investments in Associates	**IAS 28** Investments in Associates
	8 Interests in Joint Ventures	**IAS 31** Interests in Joint Ventures
2001	**9** Revenue from Exchange Transactions	**IAS 18** Revenue
	10 Financial Reporting in Hyperinflationary Economies	**IAS 29** Financial Reporting in Hyperinflationary Economies
	11 Construction Contracts	**IAS 11** Construction Contracts
	12 Inventories	**IAS 2** Inventories
	13 Leases	**IAS 17** Leases
	14 Events after the Reporting Date	**IAS 10** Events After the Balance Sheet Date

	15 Financial Instruments: Disclosure and Presentation	**IAS 32** Financial Instruments: Disclosure and Presentation
	16 Investment Property	**IAS 40** Investment Property
	17 Property, Plant, and Equipment.	**IAS 16** Property, Plant, and Equipment.
2002	**18** Segment Reporting	**IAS 14** Segment Reporting
	19 Provisions, Contingent Liabilities and Contingent Assets	**IAS 37** Provisions, Contingent Liabilities and Contingent Assets
	20 Related Party Disclosures	**IAS 24** Related Party Disclosures
2004	**21** Impairment of Non-Cash-Generating Assets	**IAS 36** Impairment of Assets
2006	**22** Disclosure of Financial Information about the General Government Sector	There are no corresponding IAS or IFRS, as they are standards issued for public sector activity.
	23 Revenue from Non-Exchange Transactions (Taxes and Transfers)	
	24 Presentation of Budget Information in Financial Statements	
2008	**25** Employee Benefits	**IAS 19** Employee Benefits
	26 Impairment of Cash-Generating Assets	**IAS 36** Impairment of Assets
2009	**27** Agriculture	**IAS 41** Agriculture
2010	**28** Financial Instruments: Presentation	**IAS 32** Financial Instruments: Presentation (and Interpretation 2 International Financial Reporting Interpretations Committee (IFRIC))
	29 Financial Instruments: Recognition and Measurement	**IAS 39** Financial Instruments: Recognition and Measurement (and interpretations 9, 16 of IFRIC)
	30 Financial Instruments: Disclosures	**IFRS 7** Financial Instruments: Disclosures
	31 Intangible Assets	**IAS 38** Intangible Assets
2011	**32** Service Concession Arrangements: Grantor	Interpretations Nos. 12 and 29 have been adopted by the IFRIC
2015	**33** First-time Adoption of Accrual Basis IPSASs	There is no corresponding IAS or IFRS, It is a standard issued for public sector activity.
	34 Separate Financial Statements	**IAS 27** Separate Financial Statements
	35 Consolidated Financial Statements	**IFRS 10** Consolidated Financial Statements
	36 Investments in Associates and Joint Ventures	**IAS 28** Investments in Associates and Joint Ventures
	37 Joint Arrangements	**IFRS 11** Joint Arrangements
	38 Disclosure of Interests in Other Entities	**IFRS 12** Disclosure of Interests in Other Entities
2016	**39** Employee Benefits	**IAS 19** Employee Benefits
2017	**40** Public Sector Combinations	**IFRS 3** Business Combinations
2018	**41** Financial Instruments	**IFRS 9** Financial Instruments
2019	**42** Social-Benefits	There is no corresponding IAS or IFRS, It is a standard issued for public sector activity.

Source: Preparation of Authors based on the issuance of standards until 2019 by the IFAC

It is noted from table (2) that the largest number of standards that have been adapted to the issuance of public sector standards are (IAS), It was (30) standards, which constitute 71% of the total standards issued to the public sector (42) standards, followed by IFRS by a percentage 17% (7) standards, and finally standards for public sector activity exclusively by a percentage 12% (5) standards.

The role of the municipal sector in providing public and tourism services

Several indicators confirm that Iraq is a leading tourist center in the Middle East region due to its diverse history, civilizations and religious status. In addition to its geographical location in the presence of two rivers, marshes, lakes, orchards, mountains, green plains and summer resorts in northern Iraq which is known as rural tourism (Nethengwe, et. al., 2018) . There is no doubt that this requires the development of tourism services and the religious tourism sector in particular, The responsible for most of these services is the municipalities sector through providing services that maintain the cleanliness and beauty of cities and attention to green areas and waste treatment to maintain a clean and healthy environment in cities and tourist areas and secure the needs of citizens and tourists in those areas. Therefore, this study highlighted the importance of the municipalities sector adopting international standards that achieve optimal use of public money in

providing tourism services that encourage international tourism which is a panacea for economic, environmental and social issues (Musavengane, 2018).

The importance and benefits of IPSAS adoption, expected challenges and influencing factors

The adoption of a single global accounting language for financial statements will ensure relevance, efficiency, understanding, reliability, timeliness, impartiality, comparability, transparency and accountability, resulting in accounting information is changed qualitatively and reporting that will enhance confidence and authorization of accounting information to investors and other users worldwide (Ahmad & Khan, 2010) .

And when applied to any new system, there will certainly be some challenges that need to be examined and preparing the necessary requirements to overcome them. Thus, when adopting and implementing public sector standards, some challenges will be met which, if not identified, may hinder efforts.

Whitefield & Savvas summarized some of the challenges and factors affecting IPSAS adoption, including technological challenges (ICTs and systems, technical training of staff, the accountant's skills in programming languages and the ability to use computer technologies), organizational challenges (related accounting skills Implementation of standards, right understanding by staff of financial information developed using standards, training employees for implementing standards, assignment of adequate human and financial resources, management's decision and commitment to adopt accrual basis, organizational structure Communication, and channels for effective implementation of standards), financial challenges (the high cost of adoption of these standards, staff training costs, the costs of adding more units and hardware and software required for the application of standards) (Whitefield & Savvas, 2016), (Agyemang) has endorsed previous challenges and added the effects of applying international public sector standards on curriculum changes in different educational institutions (Agyemang, 2017).

While (Biraud) attributes the inability of the application of IPSAS in the entire world because of the different application environment, where in developed countries public sector units have reached high levels of transparency, accountability and accounting with regard to the use public money and steer it well, and it is much different in Developing countries Given the absence of governing institutions, accountability and accountability, and the many aspects of waste of public resources and the widening of the corruption gap between developed and developing countries, and that the shift to the basis of entitlement affects the normal working practices, so the subject of the adoption of standards is no less Cultural Revolution (Biraud, 2010).

As is clear, opinions differ on whether the cost of implementation, training, skills required and legal, political and administrative concerns are obstacles to the full adoption of IPSAS, the fact there is a lack of empirical evidence as to whether these factors are impediments the adoption of IPSAS. Or not (Augusto, 2018).

Otherwise, in Iraq, there may be challenges of resisting change, especially as the accounting systems currently in place are familiar to many employees who find it difficult to move to other procedures and Processors as required by these standards, in addition to the possibility that the ruling authorities do not encourage or oppose the application of IPSAS for reasons related to the absence of the intended institution In order to act of public money more space provided by the current accounting systems.

On the basis of what has been shown, it is clear that one of the challenges that are relied upon by the authors and researchers in this field is the financial challenges represented by the high cost of adopting standards, In this regard, the researchers believe that the aforementioned advantages achieved by these standards push towards overcoming the financial challenges .This means when conducting a cost-benefit analysis of the adoption process, the cost here is the cost of applying the standards and the benefit is to preserve the public money and optimize its use in improving the level of services provided Including tourist services . In the same saied, (Augusto) noted that costs cannot be cited as the core component affecting of IPSAS implementation, as they can be large or small depending on the modifications difference in the system and legislation, human resource development, Adoption can take place on an approach requiring minimum capacity-building activities and lower costs than other reform requirements. Summarized the requirements for the success of these standards to a training plan,

commitment and participation, a clear implementation strategy, transition time, and external support (August, 2018).

International Response to IPSAS

The IPSASB does not have the authority to compel governments and public bodies to comply the IPSAS requirements, Rather, it is optional to States that wish improving the quality of government financial reporting through the implementation of internationally recognized criteria to ensure the credibility and transparency of government entities' financial statements and Improve their quality and make them comparable to different public sector units at the international level, It also recognizes the right of governments to adopt their own national standards, but it greatly encourages and urges the adoption of IPSAS standards to achieve international consensus and convergence (IFAC, 2018).

Noting that they require full compliance, where cannot describe Government financial statements that they comply with these standards if none of their conditions are fully met, and auditors should verify that.

(Chan) noted that IPSAS is primarily geared to their adoption by developing countries, as most developed countries have IPSAS-similar government standards or more stringent than IPSAS, until if their national standards are different from IPSAS, they are less vulnerable to external pressure to adopt these standards than developing countries, where the World Bank and other donors support the application of IPSAS standards when providing loans and grants to developing countries. However, these standards were not only for developing countries, it can be concluded that they were intended to be the main beneficiaries, and therefore it is puzzling that these countries did not stress their early adoption (Chan, 2006).

In the latest IFAC study with Chartered Institute of Public Finance and Accountancy (CIPFA) in collaboration with Zurich University of Applied Sciences as a knowledge partner was on 28/2/2019, during this study the International Financial Accountability Index was developed to monitor the quality of public sector financial reports worldwide In addition to plans for future reform, the index currently focuses on central federal governments and will be expanded in the future to include state or province and local governments. Through this indicator, countries are classified based on the accounting basis used (cash, accrual), future reform plans up to 2023 (Whether to move from cash basis to accrual or IPSAS adoption), and the standards adopted in the preparation of public financial statements. Are national standards similar to IPSAS and more stringent than it, or IPSAS standards directly, or national standards based indirectly on IPSAS (www.ifac.org/ipsfai On 12/3/2019) .Table (3) shows the results of this study:

Table 3. Basis and adopted accounting standards and plans for future reform until 2023

Number of countries	Accounting basis and standards adopted	Countries
10	Adopts the cash basis According to their national standards	Bulgaria, Germany, Ireland, Luxembourg, Montenegro, Mozambique, Netherlands, Pakistan, Sao Tome and Principe, and Singapore.
15	Adopts the accrual basis According to their national standards	Canada, Denmark, United States, France, Finland, American Samoa, Guam, Central Africa, Hong Kong, Japan, Micronesia, Marshall Islands, Moldova, Northern Mariana Islands, and Palau .
16	In the transition process from cash basis to accrual According to their national standards	Italy, China, Greece, Hungary, Argentina, Lebanon, Mexico, Poland, Senegal, Romania, Seychelles, South Africa, Slovenia, Togo, Tuvalu, and Eswatini.
5	Indirectly adopt the cash-based standard of IPSAS by adapting their national standards	India, Nepal, Uruguay, Belize, and Somalia .
12	Indirectly adopts IPSAS based on accrual by adapting their national standards	Taiwan, Cook Islands, Korea, Ecuador, Estonia, Lithuania, Paraguay, Philippines, Spain, New Zealand, Sweden, and Turkey.
22	In the transition process from cash basis to accrual basis and indirect adoption of accrual-based IPSAS by adapting their national standards	Azerbaijan, Armenia, Antigua and Barbuda, Bahamas, Brazil, Gili, Bolivia, Colombia, Czech Republic, El Salvador, Ghana, Indonesia, Israel, Russia, Madagascar,

		Slovakia, Sri Lanka, Thailand, Uganda, Uzbekistan, Vietnam, and Vatican.
15	In the process of transition from their national standards to indirect adoption IPSAS	Malaysia, Aruba, Bangladesh, Belarus, Belgium, Burkina Faso, Gabon, Haiti, Malta, Portugal, Ukraine, Saint Lucia, Saint Vincent and the Grenadines, Sierra Leone, and Tunisia.
15	directly adopt the cash-based standard of IPSAS	Anguilla, British Virgin Islands, Ivory Coast, Fiji, Laos, Lesotho, Liberia, Malawi, Montserrat, Nicaragua, Papua New Guinea, Serbia, Solomon Islands, Zambia, and Cyprus.
5	directly adopt IPSAS	Nigeria, Peru, Cayman Islands, Switzerland, and Tanzania .
10	In the transition process from cash basis to accrual basis and direct adoption of IPSAS	Barbados, Bosnia and Herzegovina, Burundi, Cambodia, Gambia, Kazakhstan, Mauritius, Kenya, Turks and Caicos Islands, and South Sudan
7	In the process of transition from indirect adoption to direct adoption of IPSAS based on accrual	Ethiopia, Georgia, Honduras, Panama, Rwanda, Guatemala, and Botswana.
5	In the process of transition from their national standards to direct adoption the cash-based standard of IPSAS	Angola, Jamaica, Guyana, Macedonia, and Maldives.
11	In the transition process from their national standards to direct adoption of IPSAS based on accrual	Dominican, Iceland, Jordan, Mali, Kyrgyzstan, Mongolia, Trinidad and Tobago, Vanuatu, Zimbabwe, and United Arab Emirates.
148	Total (Note British and Australia adopt IFRS in the public sector)	

Source: Preparation of Authors based on a study of (IFAC & CIPFA, 2019) www.ifac.org/ipsfai

National standards

Indirect adoption for IPSAS

Direct adoption for IPSAS

It is noticeable from the table above that the number of countries that adopt the basis of accrual is (32) country, which constitute (22%) of the total countries, while the number will be (113) country in 2023 to represent (76%), these results illustrate the positive effects of the efforts to transition to accrual basis in the future globally.

At the level of adopted standards, notes the number of countries that currently adopt IPSAS standards whether directly or indirectly, is (37) countries, which represents (25%) of the total number of countries and will become (107) countries in 2023 to constitute (72%), this indicates plans Future reform towards the transition to accounting accrual basis and the adoption of international public-sector accounting standards, either directly or indirectly, as it relates to the ability to make good decisions and achieve transparency and enhance accountability.

It is also noted that Iraq is far from even the countries that are in the process of adopting these standards where it is not included in the study, but can be kept up with these international trends towards the adoption of IPSAS.

The role of adopting standards in the municipalities sector in achieving transparency, accountability and optimal utilization of public funds to provide public and tourism services.

The government financial reports are a translation of the actual use of public resources under approved appropriations and are useful when they are based on a uniform, verifiable basis that is understandable, comparable, and a measure of accountability, As such, the adoption of IPSAS unifies the rules, reduces interpretations , and identifies disclosures that help demonstrate Public entity's efficiency and efficacy in the management of funds and service delivery, which improves resource allocation by public institutions, thereby supporting a strong governance framework through transparency and enhanced accountability (Wang & Miraj, 2018) , In this regard, Transparency International indicated that cases of institutional fraud and irregularities are mainly financial reports that do not reflect reality, revenue amplification, Misappropriation of assets, and

irregular transactions, This provides a reason for adopting more appropriate accounting standards that are able to reduce these risks and focuses on transparency and accountability in the use of state resources and thus the achievement of public interest and this supports the assertion that IPSAS represents the most appropriate form of reporting in relation to the use of public funds, especially in Developing countries where corruption is more prevalent (Salia and Atuilik, 2018)

Therefore, there is a great opportunity for strategic thinking and restructuring of municipal and tourism services by exploiting public resources by improving the accounting and control system (Ngwira & Bello, 2018)

Accordingly, the reform of the government accounting system by adopting approved international standards is part of improving public financial management, whereas the relationship between government accounting and national development results from the interaction between supply and demand for government transparency and accountability. Consequently, a sound government accounting system is an important part of a country's institutional infrastructure because it contributes to social and economic development through its impact on public financial management and accountability and the provision of audit pathways to prevent and detect financial misconduct In view of the spread government corruption in many developing countries (Chan, 2006).

CONCLUSIONS

On the basis of the above, there is a global trend towards IPSAS, showing the increasing number of countries that will adopt IPSAS in 2023 to be 107 Of the total 148 countries to constitute 72%; it is a large percentage. It also increases the number of countries that will apply the accrual basis instead of cash basis to become 113 countries in 2023, a percentage of 76%. This indicates the successful experiences of some countries and the importance of adopting uniform international standards and the resulting data meet the needs of their users and keep pace with development and standardization at the global level.

Therefore, the adoption of these standards in Iraq is going to lead to standardization of accounting practices in government units especially in the municipal sector and put an end to the interpretations in disputed issues that are not addressed by the accounting systems currently in force, as well as achieving harmony and interaction with the international environment and gain confidence in the objectivity of the data issued by the State. It is also done to ensure understanding of government financial statements by many users including donors, and to benefit from the experiences of other countries, whether in addressing problems or preparing adoption requirements, which ultimately is reflected in raising the efficiency and effectiveness of using public resources to provide high-quality municipal and tourist services that are appropriate for Iraq's location as a country that many tourists visit at all times.

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Meaning and its Impact on Aesthetic Reception

El significado y su impacto en la recepción estética

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ABSTRACT

It is natural that the aim of this research is to achieve the critical thought with reference to the characteristics of each literary school in terms of (reception) concept and show reasons of comparing this concept between the theory pioneers and significant figures of our criticism science like: Al-Jahiz, Abdulqaher Al-Jurjani and Al-Qartajni. Perhaps some of the factors that forced us to demonstrate the opinions of those critics are what we found within the contents of the new theory regarding the thought that has no reference except in our criticism credit and therefore, meaning.

Keywords: Aesthetics, impact. meaning, reception.

RESUMEN

Es natural que el objetivo de esta investigación sea lograr el pensamiento crítico con referencia a las características de cada escuela literaria en términos de concepto (de recepción) y mostrar razones para comparar este concepto entre los pioneros de la teoría y figuras significativas de nuestra ciencia crítica como: Al-Jahiz, Abdulqaher Al-Jurjani y Al-Qartajni. Quizás algunos de los factores que nos obligaron a demostrar las opiniones de esos críticos son lo que encontramos dentro de los contenidos de la nueva teoría con respecto al pensamiento que no tiene referencia, excepto en nuestro crédito crítico y, por lo tanto, en el sentido.

Palabras clave: Estética, impacto, recepción, significado.

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INTRODUCTION

The topic of meaning received the attention of thinkers, scientists and scholars on all intellectual levels, since this topic took part in the logical, philosophical, critical and rhetorical researches. Many particular studies have been allocated to tackle meaning on all these levels till it became an independent science that studies the case of meaning with all its historical and cognitive depth [(1)].

Researchers have connected the meaning to mental image since they saw that the meaning is the mental image by which the expression is chosen and spoken. They also needed to understand the matter of meaning as it depended on the connection between language and its expressions or the composition that refers to the context in which the word is put whether it was spoken or written. Such references can be found in our Arab intellectual heritage in the form of images used by some philosophers accordingly, new meaning theories have emerged that were not of much interest to contemporary scholars and as these theories discussed matters that are far from text explanation and concerned with the level of text construction and the impact of the meaning on it, the popular idea was that some of the Arab scholars were interested analyzing and explaining the text in search for the meaning but the idea that we must adopt is how the meaning affects the language used by the text creator accordingly, the effect on the recipient[(2)].

Meaning in its simplest form is the common emersion (clarity of language) and this emersion differs from one person to another based on the general influences with maintaining an equal share of that emersion. Its task is to preserve the connection, while the meaning travels through other dimensions when the common emersion becomes a tool to transit to other connotations that also differ from one person to another based on the general influences that might intersect to the point of contradiction and disagreement; the matter that puts us in front of a complex and conflicting system for just one text[(3)].

The conflict with structural conceit of literature has formed one of the main approaches that contributed in strengthening the role of reception aesthetics, as structuralism faced strong opposition till it became a theory trying to establish a comprehensive science for literary meaning (secularization of literary texts). In the midst of this debate, the reception aesthetics theory has been established considering it an objection to the nature of literary structural understanding [(4)].

Reception aesthetics came as a reaction to some critical approaches like: (structuralism and semiotics) that focused in their studies of literary phenomenon on text and that probably was the reason why the German theory drew its attention to the reader and his relation to the text, since (Izer) sees that "literary works are essentially made to be read. It is clear that reading is a necessary precondition for all literary interpretations" [(5)].

(Jauss) and (Izer) stressed on the importance of reception in two primary cases: literary type evolution and meaning construction [(6)].

Mahmood Abbas Abdulwahid considers that reception aesthetics is a developed extension of structuralism, which was common in Germany and France while Nadhim Oudah Khudhr indicates that reception aesthetics come from problems created by structuralism on the level of interpretation, meaning construction and structure-conception bond. He also sees that reception aesthetics is a trend followed structuralism and is considered a post-structuralism trend accordingly, this theory tries to bring back the process of understanding literature. Abdullah Ibrahim has linked (reception aesthetics) with the theory of connection when he said the importance of reception aesthetics theory cannot be understood considering it a critical process concerned with literary texts, their acceptability and the reproduction of their connotations whether in a cultural circle which is what we call (external reception) or within the imaginary artistic work of literary texts themselves which is what we call (internal reception) [(7)].

LITERATURE REVIEW

Talking about meaning is very much like talking about quality which leads to the question about the essence of text: is it considered a text by its quantity or by its quality? Is textuality achieved by meaning or construction or both?

This matter makes us look into the textuality of the text and analyze the values of speech's objective in terms of its structure and speech's meaning in terms of its reaction with the recipient on connotative, cognitive, mental and plain levels [(8)].

Abdulqaher Al-Jurjani represents the sound of rhetorical reason in this case when he formulated a theory in semantics known in our Arab heritage as the "theory of linguistic construction" in which he laid comprehensive linguistic laws on the composition level and made the science of meaning a base for it [(9)]. He uncovered the semantic aspects of composition and context when he proved with evidence that speech depends on creating a complex relation among words that combine to give one meaning which is considered the purpose of the speaker and the matter to be understood by the listener therefore, when someone says (Zaid beat Omar so hard to discipline him) we get one meaning from this sentence and not many as people might wrongly understand, because he tries to demonstrate the (methods) of valency that occur between the verb (hit) and the results related of verb in addition to the provisions referred to as (outcome of valency) [(10)]. He continues to analyze the relations produced by this sentence and through them, connotation can be created for some purpose.

One phrase has no advantage over the other till it has a meaning that the other does not have, i.e. when a phrase expresses a meaning different to the other phrase, it means that they are two phrases with two meanings and not one meaning like comparing a man to a lion: Zaid is like a lion, or when we want the exact meaning: Zaid is a lion, and the difference here is that the second phrase has an emphasized comparison in terms of describing him as fearsome, brave and strong-hearted to a point the listener thinks that Zaid is a lion in disguise [(11)].

Abdulqaher Al-Jurjani also did not forget to show that the point is not in piling expressions together but the it is in their semantic consistence when he said: "constructing sentences is not about the succession of expressions but it is about their conformity in a manner that is required by the mind which is equal formulation, ambiguity, self and everything related to imagery" [(12)].

This opinion reminds us of Al-Jahiz's idea about poetry: "poetry is a production, a type of construction and a class of imagery", this opinion might refer to his vulnerability to Ash'aris theory of psychological speech especially when he discusses words and meanings and refers that the arrangement of words depends on the arrangement of meanings within the self [(13)].

If Abdulqaher Al-Jurjani uncovered the where the text value lies which is the construction; then he added another semantic dimension to the text with its idea that tackles the meaning of meaning when he said: speech is of two types, one is about understanding the purpose through the expressions only i.e. when we want to tell something about Zaid concerning walking out like: Zaid walked out or Omar's departure: Omar departed. The second type in which the purpose cannot be understood by the expression itself but the expression leads you to the meaning of the subject then you find in that meaning a constant connotation that show the purpose, this type involves metonymy, metaphor and likening [(14)].

Hazim Al-Qartajni (638 A.H) added new semantic aspects to the text after he has developed the case of meaning of meaning after stating that there are primary meanings that "are within the structure of speech and have the same poetic purpose"[(15)].

There are secondary meanings that are not existed within the structure of speech nor have the same poetic purpose, but they are examples or conclusions of the primary meanings. They are not considered major in constituting the sentence as their main task is to simulate the primary meanings or detecting a similarity regarding some forms by which meanings meet and shift to other meanings [(16)].

Hazim linked these two terms with the philosophical term "simulation" and considered the primary meanings to rank the lowest in this term but they are fundamental in the phantasy side of secondary meanings. He also added additional terms to the cornerstone of semantic research in understanding texts, as there are public meanings which are understood by the majority of people, the poetic meanings that describe emotions and matters that evoke emotional response, artificial meanings that originated from the public meanings and rare meanings that are unique and have no synonym and rank the highest in meanings deduction and whomever reached them will reach the ultimate goal (17).

Interpretive meaning

Uncovering the text infrastructure and identifying its connotation come from the process of interaction of the two readings that are in the mind of the reader. The first reading depends on decoding the context of poetry to reach the meanings that are directly attached to the formal structure. This matter depends on the linguistic repertoire and the competency of the reader's mind. On the threshold of the acquired meanings starts the literariness of text when the reader starts to feel the generation and piling of meanings out of meanings so that he resorts to the regenerative reading that works in bringing back the structures to their origins which is referred to by Michael Riffaterre as (real interpretive reading). That is based on stripping off the text with a structural reading, which combines phrases and sentences meaning units in order to form the peak semantic text reading through detecting common meanings. This does not necessarily mean that the reader interprets the text as he likes; otherwise it would be a mess and waste because the rightful reading is not about telling anything about anything. The purpose is when the reader reads the text, he examines and questions it; accordingly questions himself, explores the text and archives something close to what the author/poet implies (18).

CONCLUSION

In conclusion, the research tries to demonstrate the theoretical conceptions concerning the questions of aesthetic judgment, taste and structural path of literary innovation. All this, basically for capturing the field of meaning in the world of aesthetics without neglecting all its philosophical dimensions in their adjacency and interaction with the aesthetic experiment to create a perfect complete artistic work and responsive audience.

According to the above mentioned, it is clear that Hazim Al-Qartajni divided meanings into two types: direct which includes the direct denotative elements and indirect in which the higher purpose of the elements occur when there is a rare, strange or bizarre meaning. This means that the ideo-aesthetic value according to Hazim is determined by rarity (rare meaning) considering that it expresses the depth of mind and lightens the thought.

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Footnotes:

1. Please review: Meaning extraction according to Arabs in the end of seventh century, Laith Talib: 8.
2. Mental image (Study in meaning conception), Dr. Saleem Ahmed Maaloof: 118.
3. Meaning creation according to Arabs: 21. Please review: difference of opinions and reception in poetry, Khalid Khaleel, 8 and 9.
4. Impact and reception aesthetics in the trilogy of Ahlam Mustaghanmi, Khalid Wahhab: 11.
5. Reading impact: response aesthetics theory in literature, Wolfgang Izer, translated by Hameed Al-Hamdani: 20.
6. Please review: same source: 21.
7. Cognitive fundamentals of reception theory, Nadhem Oudah Khudher: 147.
   Please review: aesthetics and meaning question, Dr. Rasheeda Altereky: 89-90.
8. Please review: same source: 91.
9. Please review: same source: Dalā'il al-Iʿjaz (Intimations of Inimitability), Abdulqaher Al-Jurjani: 305.
10. Same source: 200.
11. Please review: same source: 361.
12. Same source: 203.
13. Same source: 204.
14. Same source: 206, please review: Asrar Albalagha (Secrets of elucidation), Abdulqaher Al-Jurjani: 48.
15. Minhaj Albulagha wa siraj aludaba, Al-Quratjni: 23.
16. Same source: 23.
17. Same source: 20.
18. Please review: Aesthetics of poetic meaning, composition and interpretation: 15-43.

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Impact of Social Media in Learning EFL Iraqi Students New Words

Impacto de las redes sociales en el aprendizaje de las nuevas palabras de los estudiantes EFL iraquíes

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ABSTRACT

The study aims to investigate the impact of social media in improving students' ability of English language, namely vocabulary acquisition with second year EFL students in University of Diyala. Social media technologies work on many different forms including magazines, internet forums, weblogs, social blogs, wikis, social networks, podcasts, pictures, videos etc. Several studies investigate the use of different technologies in learning and teaching, in particular, foreign language learning. Still, rare studies were interested precisely in the role of social media in learning foreign languages. This study assessed the role and effectiveness of social media use in vocabulary learning.

Keywords: EFL students, Iraq, social media.

RESUMEN

Este estudio tiene como objetivo investigar el impacto de las redes sociales en la mejora de la capacidad de los estudiantes del idioma inglés, es decir, la adquisición de vocabulario con estudiantes de EFL de segundo año en la Universidad de Diyala. Las tecnologías de redes sociales funcionan en muchas formas diferentes, incluidas revistas, foros de internet, blogs, blogs sociales, wikis, redes sociales, podcasts, imágenes, videos, etc. Varios estudios investigan el uso de diferentes tecnologías en el aprendizaje y la enseñanza, en particular, el aprendizaje de idiomas extranjeros. Aún así, pocos estudios estaban interesados precisamente en el papel de las redes sociales en el aprendizaje de lenguas extranjeras. Este estudio evaluó el papel y la efectividad del uso de las redes sociales en el aprendizaje de vocabulario

Palabras clave: Estudiantes EFL, Iraq, redes sociales.

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INTRODUCTION

The consequences of the fast development in a science, technology and media are reflected in the key verbs for foreign languages learning': challenge, engage, and interact, as it is perfectly embedded in the ancient Chinese proverb: as Tell me, I forget. Show me, I remember. Involve me, I understand. Therefore, the classic language class structure has changed dramatically in point of the methods employed for teaching". 'Relying on textbooks and course books only in order to increase proficiency and fluency in a foreign language will not yield immediate and efficient benefits". "As the Internet grows, one of the latest methods of teaching languages in general, vocabulary in particular is obviously connected to it, bringing along clear improvement in the field of foreign language learning. The Internet and computers offer so much, especially because mastering a language means more than just words, definitions and grammar rules". .Consequently, foreign language classes, must take advantage and they actually do from the tremendous potential provided by technical, devices as TV, video, projector, laptop, DVD player, computer into the classrooms leading to what Krashen (1982:10) calls 'subconscious,, language acquisition'. "Knowing a language requires, getting beyond textbooks, it means understanding the cultural dimension, as well". Listening to music, watching TV in a foreign language, including movies, shows, cartoons, using computers effectively, with everything they may offer, can turn boring and sometimes ineffective language lessons, into real language, learning laboratories.

Richarda and Rennandya (2002:55) ,,indicate that in the apast , vocabulary teaching and learning were often given little priority in second language programs, but recently there has been a renewed change that indicates the nuture of vocabulary and its role in learning and teaching. Vocabulary is a core component of language proficiency and provides much of the basis for how well learners speak, listen, read, and write . Without an extensive vocabulary and strategies for acquiring new vocabulary, learners often achieve less than their potential and may be discourage from making use of language learning opportunities around them. Vocabulary usually plays a great role in communication than other components of language . Also, the lack of needed vocabulary is the most common cause of students' inability to say what they want to say during communication activities. Therefore, language teachers should plan to introduce relevant vocabulary prior to undertaking any communication activity and to encourage students to look the word up in a dictionary or ask the teacher how to sat it (Chastain,1988:327).

Aims

This study aims at:

1- Investigating the effect of using social media on college students' vocabulary achievement and,

2-To encourage students to look for modren ways in order to improve their vocabulary mastery.

3-To come up with a set of recommendations that help the students and the teachers to overcome the vocabulary problems.

Hypothesis

The aims of this study will be achieved through verifying the following hypothesis:

There is a statistically significant difference between the vocabulary achievement of students who are taught vocabulary according to social media and that of students who are taught vocabulary according to traditional techniques.

Value

The value of the study stems from the significance of social media in learning vocabulary as an essential aspect of the process of teaching EFL.This study may also be valuable for teachers of English, teachers trainers, educators, supervisors and EFL learners.

Limits

This study is limited to second – year students /morning classes at the Department of English, College of Basic Education \University of Diyala, during the academic year (2017-2018).

LITERATURE REVIEW

For the purpose of clarifing the major terms which are used in this study ,they are defined as follows:

Effect

Good (1973:195) defines it as the effect of the experimental factor under controlled conditions on the control variables.

Vocabulary

Ur (2012: 60) ,says that vocabulary is "roughly, as the words in the language. However, it may include items that more than a single word".

Social Media

Dewing (2010:1) ",defines social media as follows: " The term social media refers to the wide range of internet-based and mobile services that allow users to participate in online exchanges, contribute user-created conttent, or join online communities.

Teaching Second Language Vocabulary

In literature, teaching and learning vocabulary was not given a due attention. In the early 1970s Wilkins wrote : “Linguists have had remarkably little to say about vocabulary and one can find very few studies which could be of any practical interest for language teachers” (Hedge, 2000:110); and almost a decade later Meara (1980:221) comments that vocabulary acquisition had received short shift from applied linguistics. In order to understand well the task involved in learning vocabulary of the English language, we need to look at two aspects of meaning: the first concentrates on the link between meaning and the world to which words refer. The second involves the sense relations that exist among words.

English language, like any other languages, has different areas that students may study, such as vocabulary, grammar, spelling and listening were often given little priority in second language programms, but recently there has been a renewed interest in the nature of vocabulary and its role in learning and teaching. Richard and Renandya, (2002:255). Thornbury (2002:22) focuses on the teacher's role of encouraging an enthusiasm for vocabulary acquisition, and provides learners with strategies for self-directed learning. The most important things that students need to know about a lexical item are its written and spoken form and its most usual meaning. Nation(1990:31) proposes the following list of different kinds of knowledge that a person must master in order to know a word:

a) The meaning (s) of the word*,*
b) The written form of the word,
c) The spoken form of the word*,*
d) The grammatical behavioral of the word*,*
e) The collocations of the word*,*
f) The register of the word*,*

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Criteria for selecting vocabulary

'The criteria which may be used to select vocabulary are as follows:

a) **Frequency**

It seems self-evident athat it is asensible to steach the most afrequent words in any language before the more uusual ones are taught as they are likely to be the most useful ones for learners of that alanguage. But frequency is more complex rather than it looks, and it is unlikely that any syllabus or coursebook awould want to stick to afrequency alists alone' (Wallace, 1988:16).

b) **Range**

A word may be quite afrequent, but a majority or even all of its occurences might be in just one or two contexts. In this case, although its afrequency might look significant, its range might be aquite small. The most useful words for the learners then are those which are frequent and occur across a wide variety of contexts" (ibid: 17).

c) **Availability or Expediency**

Words may be learnt or taught because they are seen to be of special relevance to particular situations in which the learner finds himself, or might find himself (ibid:16). Thus , although "chalk" or "board" have a very low frequency and restricted range, because they name things which the learner can see and touch and which the teacher can use in his or her teaching" (Gairns and Redman, 1989:59).

d) **Specific Need on the Learners' Part**

It is possible for students to feel they need or be interested in different words to those suggested by the teacher or coursebook, something to be taken into account for the sake of motivation. In fact, their needs or interests perhaps do not even coincide with those of the group or class. Our challenge here as teachers is to combine the collective and the individual (ibid: 86). Gairn and Redman (1989:57) suggest allowing students to select any words they wish from a text and, within a given limit of time, to work on them using a dictionary, alongside conventional vocabulary work on the text. In this way learners are encouraged to recognize their own needs, and are assisted in developing their ability to pursue those needs in organized or productive ways.

E) **Learnability**

According toa McCarthy (1990:86) "the difficulity or lack of difficulity, a word presents may override its frequency and range, and decisions to bring forward or apostpone the teaching of an aitem may be based on learnability". Here we may include words with some spelling difficulities, aphonological difficulities, difficult syntactic aproperties, impossibility or relating the item to one's world of experience or culture.

F) **Cultural Factors**

As learners develop their vocabulary knowledge, they acquire not only new words but also new meanings associated with words they have already learned. These are acquired gradually as words are met in different contexts and eventually a word might have extensive and complex meaning associations. Ecos (1979) comments that every word is potentially a text. This implies that, in order to interpret both meaning correctly and to choose vocabulary appropriately, learners

need to become aware of such nuances. Furthemore, many of these will be culturally influenced and may not be easily accessible (Hedge,2000: 123).

The World Wide Web (W.W.W)

Harris (1999:12) defines W.W.W. "as the most recent arrival on the internet science. It combines most of the uses. The Net has s been put to in the past and introduces s some new ones. These new features s include interactivity, multimedia, and hypermedia. In addition, W.W.W. offers a graphical interface that is easy and straightforward to use. The possibility of the World Wide Web is limited only by imagination. As such, the W.W.W. also has many benefits to offer to any FL classroom.

Frizler, (1995:32) identifies a number of these benefits.

1- It offers real world examples of integrated knowledge.
2- It is a rich source of authentic language and cultural material.
3- It offers possibilities for collaborative working.
4- It enables users to retrieve up-to date and abundant information.
5- It appeals to learners with visual\ tactile learning styles.
6- It offers the opportunity to write with real purposes for a real audience.
7- It builds critical thinking skills.
8- It offers opportunity for on-line publishing

Reasons for Using Internet in EFL Classroom

For Magoto (1995:10), the questions arises as to whether schools can been allowed to falls behinds in its roles of educating in things that are becoming a cores elements of economic and social life. "There is a need for new skills and a basic understanding of the underlying technology". To achieve this, it is imperative for learning to work with social media. Understanding new technology is assimilated into the curriculum and into teaching methods for both the student and the teacher as well. In this respect, Assche (1998:22) and Williams (1995:38) argue that the use of World Wide Web and the internet can have several potential results and benefits.

1-Schools will be able to cope better with the challenges of preparing the students for the information society.
2-Schools and teachers that will exploit ICT to the fullest will dramatically improve the effectiveness of education process.
3-It is a real example for getting the information from all over the world.
4-It helps in group learning because it gives an ability to connect with others more freely.
5-It helps to connect with other fast and with less cost.

Common Social Media Forms

According to Dewing (2010:5) , "social media Web sites, such as YouTube, and Facebook, have become extremely popular among internet users who wish to share their ideas , videos, and other activities online. Social media covers many digital tools such as: Facebook, You Tube, Instagram, Twitter, MySpace, Email and SMS".

Facebook

"Facebook is a very large, online community which is one of the most well-known sites on the internet; it is discovered in 2004 by "Mark Zuckerberg". Rosen (2007:17) "explains that the name Facebook originates from " the small photos albums that colleges once gave to incoming freshmen and faculty to helps them copes with meeting so many new people". Facebook allows registered users to create profiles, upload photos and

videos send messages or join common interest user groups and keeps in touches with friends , family and colleagues.

Figure 1. A Profile page on Facebook



Blogs

The word blog is taken from the word web log. According to Weber (2009:36), blogs let user to publish and participate in a multithreaded conversations online. One rich source of language texts are blogs, which can be thought of as online diaries or journals. The word comes from a combination of 'web' +'log' can be private and controlled with passwords, or public, depending on the desire of author. Most blogs are allowed for visitors to post comments. Blogs are written by people remarking on their travels, daily life, current events (Freeman and Anderson, 2012: 210).

Figure.2. A profile Page on Blogs.



Wikis

"The word " wiki " comes from the Hawaiian word meaning "quick " or "fast. "It is a free, open content online encyclopedia. The first Wiki was developed in 1994 by Ward Cunningham. A wiki is a quick way of being able to create and edit web-document. "Wikis are very useful in collaborative writing tasks, and they are very good for highlighting and observing the process of writing (Freeman and Anderson,2012:).

Figure.3. Page on Wikipedia



You Tube

You Tube is a website where one can watch and share short videos .Most You Tube videos are available to anyone who has a high-speed connection to the Internet. The range of topics is vast, including actual videos from language classrooms, lectures, and small vignettes from everybody life (ibid, 202).

Electronic Text Corpus

'An electronic text corpus is a collection of authentic spoken and written texts, often consisting of thousands, if not millions, of words. The corpus is computer-searchable. A "teacher or a student can find many instances of a particular word or phrase as it is used in a sentence. The instances can then be analyzed for them, meaning, and use of a word or expression, its frequency, and for what precedes and what follows it in a sentence. (Freeman and Anderson, 2012:212).

Podcasts

Podcasts are digital audio and visual recording that can be created and downloaded (moved from the internet to an individual computer). You can watch and share such recordings on You Tube (ibid, 212).

2.7. Advantages of Social Media in EFL Classes

"Many have pointed to s the educational benefits of this s media and all agree that with the right g guidance, the advantages outweigh the disadvantages. (Shihc, 2011:23). He claimed also that: “The internet, and social media, train our b rains to skim and scan”. So, social media can be used as an educational tools and to facilitate EF L n learning by allowing interactions between the teacher and the learners with different tools and websites via the social media platform students can learns from each other as well as "socializing with their peers and "develops their communication skills . (Schmitt, 2009:45) mentioned, that social scientists have concluded that being, involved in groups, via social networking sites, has a positive, impact on health and well-being. Social media can also be a source to increase doing projects on groups .Moreover, the social media sites give EFL students the opportunity to learns about other cultures, and to communicates directly with native speakers who can help,, them improving/,,, their vocabulary knowledge" . Nevertheless, there are reasons to use authentic materials, and media because they "can reinforce for students the direct relation between the language classroom and the outside world". In addition, they offer a way to contextualize language learning. Media offers students a valuable source of language input, since they can be exposed to more than just the language presented by the teacher and the text (Gebhard, 2009:105). "Platforms like Skype, Face, Time or Adobe Connect, for example, allows people to communicate while seeing each,, other in real, time . "This can be extremely. useful for student-to student communication, but also for individual coaching between a teacher,, and a student (Harmer,2012:195).

METHODOLOGY

Sample Description

The (35) students who responded to the questionnaire were chosen among the total number of the second year morning students' population (120) at the University of Diyala. Second year EFL students during the academic year 2017 /2018.

Questionnaire Description

An The students' questionnaire, is conducted to get data concerning the students' opinions about the learning situations and their, attitudes towards using social media for improving their vocabulary knowledge . The questionnaire is made of 16 items. The type of questions used are a combination of close-ended questions where the participants are asked to tick the appropriate answers, and open-ended questions where they are given the chance to provide their own answers or justifications.

RESULTS

An The current section is intended ,,to measure data about the general information about students, as well as their choice of English. It also highlights how they assess their levels in English.

Question Item 1: Specify your gender.

a. Female
b. Male

The first question n aims to notice the respondent students age, in English Department at Diyala University.

Question Item 2: Why did you chose English to study?

a. To get a job
b. To travel
c. I love it

This question seeks to know the reason behind choosing English language to study. The results show that the majority of students (57%) choose English language in order to get a job. (26 %) of students need it to travel, others (17 %) have chosen English because n they love it. These results ensure that most EFL students at Diyala university did not study,English because they love it , but for getting a job.

Question Item 3: How long have you been studying English?

This question are asked to measure the students' experience in learning EF L. a The majority of the students (21) making up (61%) stated that they have been studying English for nine years a. "This is believed to be the normal number. However, those (08) who stated i that they have been studying English for ten years (25%) and those (06) who declared that they have been s studying it for eleven years or more (14%) are believed that they have repeated of one or many years,,.

Question Item 4: How do you consider your level in English?

a. Very good b. Good
c. Average d. Poor

This question is given to notice the students' opinion towards their level in English language. The results show that most of the students (52%) claimed that their level in English is average. Others (40%) stated that they are good in English .Whereas the least percentage of students showed that their level is poor (8 %). Of This rate indicates that students have diverse levels and that may back to the previous knowledge or the learning methods used by students.

Question Item 5: How would you of rate your vocabulary in knowledge level?
a. Excellent
b. Poor
c. Good d. Fair

From this question , the researcher wanted to know the students" views about their level in vocabulary knowledge. As expected, no one from students rate his/ her level as excellent. However, the majority of students (56 %) evaluated their vocabulary knowledge level as poor. 34% of them stated, that it is good and the rest claimed that their vocabulary level is fair ."That shows the big problem faced by EF L students which is the weak storage of vocabulary".

Question Item 6: "Do you learn new English vocabulary in your daily life"?
a. Yes
b. No
c. Sometimes

"The researcher aimed from this question to know if EFL students learn" vocabulary in their daily life. According to the results are obtained, (50%)of students replied that they sometimes learn new vocabulary in "their daily life , and (43%) of them learn vocabulary always in their daily life . "However only (5%) of them claimed that they do not.

Question Item 7: "When you learn new vocabulary, how often do you use the following strategies'?
a. Translation
b. Definitions
c. Synonyms / Antonyms
d. Facebook e. Skype

Options and percentage %	**Always**	**Sometimes**	**Rarely**	**If necessary**	**Never**
Translation	23 / 65%	08 /22%	00 /00%	04 / 13%	00 /00%
Definitions	00 / 00%	09 /25%	05 /14%	18 /51%	03 /10%
Synonyms/ Antonyms	00 / 00%	04 /13%	00 /00%	20 / 57%	11 / 30%
Face book	25 /71%	06 /17%	00 / 00%	00 /00%	04 /12%
Skype	08 /23%	11 /31%	06 /17%	00 / 00%	10 /29%
YouTube	15 /43%	08 /23%	02 /6%	04 /11%	06 / 17%
Wik ipedia	05 /14%	06 /17%	00 /00%	19 /55%	05 / 14%

Table. 1: Strategies Used for Learning New Vocabulary

In The researcher tried to identify the most used strategies in learning" vocabulary. It appears that using translation and Facebook are widely used because (65%) and (71%) of the respondents stated that they “always” use them. It also seems that there is another strategy used always by students (43%) which is YouTube. Skype is used sometimes by a least percentage of students (31%). In general, EFL learners do not appreciate the use of definitions and synonyms / antonyms always in learning new vocabulary". 57% and 55% of students states that they use synonyms / antonyms besides in Wikipedia “only if necessary”.

Question Item 8: in To what extent you give importance to vocabulary in" "learning English language of?

a. Very much b. Much
c. Little
d. Not at all

This question is about the importance given by EFL students to vocabulary. The results showed that most of students at (87%) are aware of the importance in of vocabulary in learning English language. .Whereas the least percentage i of them (13%) give “a little” importance to vocabulary. In We can conclude that the importance that EF L students give to,,vocabulary learning depends on their attitude towards the language itself".

Question Item 09: what Do you have difficulties with vocabulary improvement?

a. Yes
b. No

In From the item above, we notice that most of the students confirm that,, they really have difficulties with vocabulary improvement . However, only six students (21%) claimed that they do not have difficulties in this matter. This rate shows that vocabulary improvement is of a common problem that EF L students suffer from.

Question Item 10: what do you use in social media in your daily life?

a. Yes
b. No

In The item indicates that (90%) of students use social media in websites in their daily life. Only 10% of students do not use it. That ensures that nowadays students are digital learners who use social media in their social and educational lives…..,,.

Question Item 11: what If yes, what websites do you use the most?

In The results showed that 75% of the respondents use Facebook, Skype, YouTube, Email, Google, and tweeter. However, only 25% of students use just Email and Google. In other words, students prefer to use the most enjoyable sites rather than others.

Question Item 12: what Do you think using social media can be useful for:

a. Learning grammar
b. Learning vocabulary
c. Learning language skills

In The majority of students,, (70%) agree that social media is useful for,, learning grammar, vocabulary in and the language skills . Only two students (8%) think that its usefulness is only for learning of language skills. 10% of students claimed that SM is useful for learning vocabulary, and the same percentage of them

chose leaning grammar . in This indicates that students are conscious us about the important of social media on learning language skills of the language.

Question Item 13: what do you think that the use of social media will ameliorate students vocabulary?'

a. Yes
b. No

of The results confirm that (85%) of participants agree the effectiveness of social media in improving learners' vocabulary. For example , in Facebook , itweeter or Skype , they chat with others and with natives in English and ask each other or get more explanation about a certain a word meaning .They assert that social media is really effective to encourage vocabulary learning in.

Question item 14: what Do you think that students who use social media learn more vocabulary than those who do not?

a. Yes b. No
c. Sometimes
d. I don't know

of the Through the results displayed in on the item above, we notice that 69% of the participants agree that students who learn vocabulary through social media will be more inclined" to improve their vocabulary knowledge than those who do not use it . 24% of them chose "sometimes" as a response and only three participants chose "don't know". This show that social media has a great influence on vocabulary learning.

Question Item 15: what Do you communicate with your teachers outside classroom by using social media?

a. Always
b. Sometimes c. Never

Of This question seeks to know if the teacher-learner relation goes beyond the classroom walls. The results show that the majority of students (55%) never communicate with their teachers outside classroom. 25% of them do sometimes and only 20% of them always communicate with" their teachers outside classroom .These results show that there is an absence of communication between learners and teachers. That may cause problems in students' academic,, achievement because the more teachers connect with their students, the more likely they will be able to help students learn at a high level".

Question Item 16: what Do you have any suggestions to improve students' vocabulary of?

We at the end of the questions, we gave our students a free space to suggest what they think about using social media to improve their vocabulary knowledge. Here are the obtained suggestions.

- "Students must practice English outside and inside the classroom".
- "They must study hard in improving our vocabulary in".
- "They also have to use SM for learning purposes on".
- "EFL students have to communicate with natives in order to ameliorate their English level in".

Discussion of the Students' Questionnaire Findings'

On The students' questionnaire is d designed with the purpose o to explore the students attitudes towards using social media to improve their vocabulary knowledge. "The analysis of the questionnaire allows us to conclude that the following findings". The questionnaire interpretation i made us notice the I students' awareness of the vocabulary importance in learning EFL. Consequently, they follow on different strategies to learn new words and to overcome the difficulties that they face in improving their vocabulary in. Moreover, most of students lack the practice of English" language outside the class because I they give more importance to reading rather than to speaking; besides, their problem of i memorizing new words . As in what concerns what they use to learn new words, the learners showed "their preferences to using translation and Facebook."To sum up, most students agree that social media helps in improving their vocabulary and learning new words through communicating with their mates or English native speakers. Hence, the majority of students are in touch on Facebook, Skype, tweeter and other websites".

CONCLUSIONS

Through this study, the researcher tried to get acquainted with the effect of using social media to improve the vocabulary of students of the English Language Department at Diyala University and set it as an hypothesis for research that the communication methods will be helpful for students to enrich their vocabulary, as students who using social media are more likely to improve their vocabulary than those who do not use it. This study is divided into three main chapters. The first chapter contains the aim and limits of the study, while the second chapter discussed the main aspects related to social media and its relationship to learning and education. As for the third chapter, it discusses the results reached by the researcher that were the use of means of communication and its effectiveness.

One of the issues that face EFL i students, especially university learners, is the subject of vocabulary on improvement and in that is why i many researchers investigate the possible solutions that may help in facilitating vocabulary learning. "After many studies, scholars found that pleasant i and motivating atmosphere could in play a great role in enhancing learning vocabulary process in. Moreover, one i of the techniques that creates funny and attractive" situation is using social media. "The present study had been undertaken in to investigate the importance i of creating the pleasant i situation u for obtaining i satisfactory results. "It also aimed at investigating the impact of using social media in improving vocabulary, that is to say, it tried to study how social media can effect on learners' vocabulary storage ,, improvement. For this aim, we set two hypotheses as follows: first, social media would be an aid to for students to improve their vocabulary storage. Therefore, in social media would contribute in improving learners' vocabulary. The second hypothesis stated that students who learn vocabulary through social media would be more inclined to improve their vocabulary knowledge than those who do not use it.

"After analyzing the provided data concerning the use of social media by EFL on students for improving vocabulary storage, we can realize that this research o confirms i our two hypotheses that using social media can improve n EFL students' m vocabulary knowledge. i In general, the obtained results asserted that social media is really helpful and effective in improving vocabulary. Accordingly, we i recommended that social media should be integrated in in the learners u and teachers of relationship .Because communication in English between the two, outside classroom doors , can help them to learn new words and improve their lexical knowledge. i It is recommended also in that teachers and learners have to be conscious about the importance of using social media for learning and for vocabulary improvement aim".

In This study examines the role of using social media in improving EFL vocabulary knowledge. The findings have confirmed that social media is a good and effective tool in the field of teaching and learning foreign languages.

Recommendations for Teachers

- " Allowing time in class for speaking activities, so that students have the chance to practice English and acquire more words " .
- "Using from time to time different social media websites to save the contact with students. For example, by, communicating through Facebook, Tweeter , "Email and share different ideas in English .Also ," If students and teachers are deeply invested in one another's interests ,it supports a strong teaching and learning relationship as well".
- Advising learners to communicate in English all the time in order to improve their proficiency in English vocabulary.

3.4.2 Recommendations for Students

-"Students should be motivated to use social media for the sake of learning purposes ".

- "Discussing with colleges via social media about their lessons and classroom activities.

-using English to communicate inside and outside the classroom.

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The Pessimistic Images in Sylvia Plath's Selected Poems

Las imágenes pesimistas en los poemas seleccionados de Sylvia Plath

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ABSTRACT

Sylvia Plath is generally distinguished as a confessional poet, since her literary writings represent an actual dramatization of her own experiences with her family members. She skillfully embodies her personal tragedy as basis for symbolic poetic imagination, promoting her own life into poetic language.

Keywords: Images, pessimistic, poems, Sylvia Plath.

RESUMEN

Sylvia Plath generalmente se distingue como poeta confesional, ya que sus escritos literarios representan una dramatización real de sus propias experiencias con los miembros de su familia. Ella hábilmente encarna su tragedia personal como base para la imaginación poética simbólica, promoviendo su propia vida en lenguaje poético.

Palabras clave: Imágenes, pesimismo, poemas, Sylvia Plath

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SELECTED POEMS OF SYLVIA PLATH

The poems that are collected in *Ariel*, the last of Plath's volume of poetry, were all written in the last year or so of her life, between 1962 and 1963. They present a critical tone that accommodate her miserable life, suggesting that they have an intensity and energy which suggest she had really broken into a part of her sources of feeling that required the most urgent release.[1] In this period, being abandoned by her husband who left her alone with two children in freezing months, she lost her patience and tolerance.

The poems in *Ariel* continue to express the painful mood that was previously depicted in her first volume, *The Colossus*. Themes of alienation, despair, and annihilation as well as images that prevail the bleakness of her mentality, and the futility of man's existence were clearly reflected in her later poetry. These images are directly aroused from the outer world like nature, or from domestic associations, to reveal her relationship to her family members. In *Ariel*, the poetic imagery incorporates a natural and intimate identification between a certain image and the theme she expresses or the psychological state she reaches. The poems in *Ariel* "gain their curves of energy from a dazzling display of metaphor and symbol which swing in and out of the lines, creating poetry not of statement but of image."[2]

Actually, "The Moon and the Yew Tree" continues to explore the nature imagery, with a notable identification that has been aroused between the elements of nature and Plath's own mental state. "Tulips," also, incorporates images that reflect the sense of her surrender, subjection and lack of responsibility. "Lady Lazarus" and "Daddy," explore her ability to widen her own tragedy by fusing it with global and historical figures of torturers and tortured as it is further projected in the images of German concentration camps. It also reflects her inventive attitude through relating herself and her own family members to those figures. It is noticeable that these images extend to her later poetry in her epic poem "Daddy,"[3] as she states: "…they pulled me together out of the sack, / And they stuck me together with glue." (ll. 62-36)

The images in *Ariel* acquire a direct relevance to the poet's experience, reflecting more strongly her emotional state. For instance, in "Lady Lazarus," Plath identifies herself with the image of the Phoenix; hence, she is "a red-hair demon" that will resurrect from the ashes, after her death, to avenge herself from her torturers. In “Ariel,” the title poem, the persona of the poem, the horse she rode, as well as the nature of her poetry are strongly linked to make a physical and mythical unity.[4] Describing the rush movement towards self-destruction and death, she says "How one we grow, / Pivot of heels and knees." (ll. 5-6)

Nevertheless, every incident, scene, and situation acquire a symbolic dimension until she replaces her ideas into a series of images, which are not important as pictures of the external world but as meaningful symbols that reflect the poet's gloomy and dissatisfied mentality.[5] Gradually, a handful of recurring images or frequent associations of different kinds of images depict related meanings until they begin to construct a personal mythology, and all images are stated to reflect one single mind. For instance, in "The Moon and the Yew Tree," the images combine to reflect the poet's mindscape: "This is the light of the mind, cold and planetary/ The trees of the mind are black. The light is blue." (ll.1-2).

Thus, in addition to its unity with the early volume, *Ariel* acquires a notable atmosphere of creating a complete landscape of one particular mind. Repeatedly, if a single image is traced through certain poems in the volume, the interconnected ideas become visible. Tracing the moon, for instance, reveals the same constellation of meanings that are associated with the same ideas of sterility and despair that dominate her early volume, *The Colossus*.

It was written in 1962, at the suggestion of Plath's husband, when they were brooding over the image of the moon through the branches of a yew tree in the neighboring churchyard.[6] It shows her continuous interest in nature imagery and her permanent feeling of the cruelty of the natural elements, presented in the image of the moon, approximating it to her mind. Outer bleakness of the moon reflects the solitariness of her own mind and the gloomy thoughts that brought her grief.[7]

From the beginning of the poem, the poet identifies the setting of the poem with her own mentality, pointing out that the darkness of the night is as bleak as her own mind. She says

The moon is no door. It is a face in its own right,
White as knuckle and terribly upset.
It drags the sea after it like a dark crime; it is quiet
With the O-gape of complete despair. I live here.
(ll. 9-11)

These lines recall the image of the moon in the early poetry, emphasizing the unity of her poetry, presenting an antagonistic relationship between the moon and the sea. By describing the moon as “a dark crime” that drags the sea after it, she emphasizes the dominance of the moon over the sea, which continuously represents her freedom, as presented in her early poems like "Full Fathom Five" and "Moonrise."

Hence, the poem emphasizes that the persona feels that this environment is her only home and she reaches a depression from which she can get no progression: "I simply cannot see where to get to." (l.7) With this growing despair, she can see no way, she is confused by the bleakness of the moon, hence, of her own mind. Even the image of the church, which is supposed to provide her with the security that religion provides is accompanied by the image of the graveyard, which serves only to intensify the idea of death in her mind. She says "Fumy, spirituous mists inhabit this place / Separated from my house by a row of headstones." (ll. 5-6) Yet, this growing despair and the indulgence in the idea of death become tenuous by the image of the bells in the church, emphasizing the idea that after death a kind of resurrection and rebirth is possible. Moreover, the image of the “bells” serves to prove Plath's ability to interweave the concrete images with those of nature.

Twice on Sunday, the bells startle the sky
Eight great tongues affirming the Resurrection.
At the end, they soberly bong out their names.
(ll. 12-14)

The idea of resurrection and rebirth is closely attached to death in this volume; and it becomes clearer in later poems like "Lady Lazarus." In this respect, another aspect that proves Plath's ability to link her early poetry with the later one is presented in this poem. She relates the image of the moon to the image of her mother with all the aspects and connotations of hatred and dominance she bears to her. In the previous volume, Plath also related the moon to her mother in the mythological image of “Lucina,” the moon goddess, in the "Moonrise." Whereas "The Moon and the Yew Tree," Plath directly refers that the moon is as her mother: "The moon is my mother." (l. 17) Being exhausted by the matriarch attitude of her mother, Plath openly declares that

…She is not sweet like Mary
Her blue garments unloose small bats and owls
How I would like to believe in tenderness.
(ll. 17-19)

This description of her mother’s dress as blue, with the colors’ indications of darkness and gloominess, reaffirms her feelings of intolerable struggle that she has faced with her mother. The significance of the color blue as the color black, reflecting negative associations that she presented at the beginning of the poem when she describes the color of the moon and, hence, of her own mind.[8] Eventually, this poem asserts that there is a definite person in Plath’s mind, who, like the moon represents a kind of unbearable dominance over her identity. The images of the night animals, “bats” and “owls” that fly from the blue dress of her mother confirm the blackness of her life attached with her mother.[9]

Moreover, the flying of those birds pave the way for the images of movement that is going to prevail the

last poems of *Ariel,* suggesting her rush movement, which is represented in her final decision of death just as they foreshadow her tragic end, culminating in actual suicide and death. Furthermore, the image of the "bat," in particular, will be further developed in her poem "Daddy," when the "bat" image will be translated into the legend of a "vampire." In "Daddy," she attaches this image with her father and her husband, whom she regards as her immediate torturers, accusing them of sucking her blood by their betrayal. Nevertheless, these striking images prove Plath's development and inventiveness in poetic imagery as well as they confirm the depth of her psychological state.[10]

In the final stanza of the poem, the poet once again uses the adjectives, "bald" and "wild," with their negative connotations, describing her own mother, the same adjectives she has used in her early poetry to describe the bald muses who are the inhabitants of her world in "The Disquieting Muses." This also proves Plath's ability to unify her poetry. At the end, she moves the poem back to the first description of her mind and thoughts: "And the message of the yew tree is blackness-blackness and silence." (l.28) Hence, she emphasizes that the thoughts, which are grown in her mind, are as black as the branches of the yew tree. Emphasizing the passive color of the moon as it is not originally white, the moon is described as black and dishonest since its color is borrowed from the sun. So, it cannot illuminate its surroundings, thus, everything looks black.[11] Bennett Lavers in her article "The World As Icon," asserts that

… white is also an absence of color, and is indeed the symbol of death in some civilizations. This, coupled with the other attributes of death, makes the moon the perfect symbol for it: it shines in the night, its light is borrowed, its shape regular, well-defined and self-contained, and its bald light turns everything into stone and death.[12]

This unbearable struggle and inner torment is also revealed in another poem entitled "Tulips," which was written in March 1961. Based on a personal experience, the poem projects the poet's reaction to the image of the tulips, brightly colored spring flowers, which she received as a gift at hospital.[13]

Plath's inner struggle has been presented in the contradictory images, of the red tulips and the prevailing whiteness of the hospital: "The tulips are too excitable, it is winter here. / Look how white everything." (ll. 1-2) This contrast unifies the poem with Plath's early poetry, especially in "Moonrise." In both poems the red color represents life, vitality and social commitment, whereas the white represents purity, death and peace that the poet yearns for.

"Tulips," in general, depicts themes of passivity, nothingness, despair, loneliness and more prominently a welcomed sense of irresponsibility, feelings that the patient enjoys in his presence in the hospital. Eileen M. Aird remarks that the world of the hospital ward is a welcome one of snowy whiteness, relax and silence. One has removed beyond normal activity to become a body with no personal identity.[14]

As a patient, Plath reflects a notable satisfaction with her sick state because nothing is required of her. She expresses the desire for peace of non-existence by regarding illness as a means to achieve freedom from any human claim. It liberates her from all feelings, responsibilities and reciprocal relationships, thus, she is utterly free

> I have nothing to do with explosions.
> I have given my name and my day-clothes up to the nurses.
> And my history to anesthetist, and my body to surgeons.
> (ll. 5-7)

The prevailing whiteness, the "quiet" and "snowed in" atmosphere of the hospital reflect a sense of passivity and relief. She refuses health because it brings her back to her painful life and social responsibilities. This echoes the same sense of passivity and nothingness that is presented in the image of the white leaves in the "Moonrise" from the previous volume, when Plath identifies herself with those leaves, saying: "I'll go out and sit in white like they do, / Doing nothing." (ll. 2-3) In both poems, she welcomes her state of being passive and irresponsible.

Moreover, the hospital environment with its nurses and doctors extend the poem back to Plath's early volume, especially to its last poem, "The Stones," in which she presents the striking images of the surgical instruments. Yet, in "The Stones," the poet rejects these instruments and the electrical way of treatment, which the doctors use to re-establish her disintegrated personality, because they bring her back to life. Whereas in "Tulips," she willingly accepts the "bright needles" of the nurses because, by such anesthetic tools, they send her, though temporarily, beyond all the "loving associations" and family commitments to a world in which she would not be obliged to respond or care.

> In "The Stones," the nurses are insincere and "bald", while in "Tulips"
> The nurses pass and pass, they are no trouble.
> They pass the way gulls pass in land in their white caps,
> They bring me numbness in their bight needles, they bring me sleep.
> (ll. 11-12 and ll.17)

However, Plath, in both poems, "Tulips" and "The Stones," accepts to be treated as a concrete inanimate object, which reflects a sense of depersonalization and passivity. In both poems she appears as a "pebble" that is worked upon.

Thus, she prefers to be anaesthetized and kept sleep. She welcomes her gradual loss of conscience, enjoying a sense of living in death, when her possessions "Sink out of sight and the water went over my head."(l. 40) This image of water reaffirms Plath's desperate desire for committing suicide in the sea. It also states the idea that the sea is a symbol of her freedom. This freedom is "the immediate metaphor of the hospital and the ultimate metamorphosis of death."[i7] This state of peacefulness is also mentioned at the end, where the sea is warm and tasty because it provides her with "peacefulness," freedom and security. All these features allude to death.

Turning to the central image in the poem, the tulips, that the persona in the poem reluctantly rejects, it is obvious that it reflects Plath's refusal of life, health and intimate relationships. In the peaceful and restful atmosphere of the hospital, the tulips are the last things that she needs; "I didn't want any flower."(l. 37) The white atmosphere of the hospital enables her to enjoy the sense of forgetfulness, but the tulips' red color reminds her of her wounds, her suffering and torment. "Their redness talks to my wound, it corresponds." (l.39) Hence, the image of the tulips imposes upon her a sense of reality that hurts her. She feels that the flowers have eyes which watch her and increase her sense of her own reality.[18]

She enjoys the sense of being unwatched. But, the tulips are personified and, she imagines them, as having "tongues" and "eyes" that watch her while she was free. Before a while, in her anesthetic case, she was without identity a sense that she greatly needs: "Nobody watched me before, now I am watched". (l. 43)

Through these associated images, Plath reveals gradually her sense of hatred towards those tulips, which figuratively stand as emblems of life and social commitments. She is exhausted by their sharp redness that reminds her of her responsibilities. They remind her of her past life, a sense that prevailed the poems of her early volume, *The Colossus*. She associates the image of the tulips with a "sunken rust-red engine." This old and consumed engine, as the adjective "rust" indicates, reflects her past time that continuously pressed and suffocated her, depriving her from enjoying the present.

The connotation of the image of the engine is overtly revealed in "Daddy," when she describes the same sense of suffocation in her life, caused by her own father, who is portrayed as "An engine, an engine / Chuffing me off." (ll. 31-32) With this highly image, Plath reveals her ability to command over different kinds of images that can help to reveal her great sense of pain and agony. Finally, her increasing sense of hatred towards those tulips makes her describes them "like dangerous animals; / They are opening like the mouth of some great African cat." (ll.58-59). This symbolic dimension of the tulips confirms her inner suffering of her life, since they stand as a reminder of her social and family responsibilities that she tries to escape from. Thus, she prefers to imprison those animals, i.e., those tulips in order to eliminate their strength to remain passively

white. [19] By using this image, she wants to get rid of her life since the tulips and the dangerous animals are symbols of her life and social commitments.

Significantly, "Lady Lazarus," "Daddy" and "Ariel" are poems which portray a persona who realizes her way very well. Through prominent images, Plath expresses her certain movement toward self-destruction and death. In those poems, death is accompanied with an apparent resolution and determination. It is regarded as an active agent which could both puts an end to her suffering and transmutes her, through resurrection and rebirth into a new personality.

"Lady Lazarus" was written in autumn of 1962, incorporating mainly a biblical image of Lady Lazarus, whom Christ raised from death. Hence, it directly reveals Plath's interest in the idea of death and rebirth.[20] The poem reflects a great amount of autobiographical information and the repeated attempts of suicide that Plath has actually had done in her life. She remarks her suicidal attempts which happened in her life. Plath examines the reaction of other people to her suicide, who were apparently indifference. This reaction intensifies the absence of attention to the causes of her struggles. The same idea is presented in the first volume, in "Aftermath," when she states the theme of people's indifference towards individuals' sufferings. However in "Aftermath," Plath's own character is hidden behind a mythological image, "Mother Medea," who stands as a symbol of a tortured person. While in "Lady Lazarus," she directly and freely talks about her suicidal attempts. Actually, her central obsession with the idea of suicide lies in her desire "to eliminate her old body and self (which is incapable of giving her a sense of significance) in the expectation of creating a new identity that will confer a meaning on her."[21]

The main development in Plath's poetic imagery is remarked in "Lady Lazarus." She devotes the universal image of the German concentration camps to portray her own suffering, identifying herself with the image of the tortured Jew.

> my skin
> Bright as a Nazi lampshade,
> My right foot
> A paperweight,
> My face is featureless, fine
> Jew linen.
> (ll. 4-9)

The identification between Plath and the tortured Jew has an autobiographical dimension. Her father, Mr. Otto Plath is of German ancestors and since Plath feels that her father took a notable part in her tragedy out of his early death, the poem is "developed through the father-daughter, Nazi-Jew complexity,"[22] yet, the idea will be clearly stated in "Daddy." The poet uses a series of images attached to the tortured Jew that serves to reflect her own torment and life-long suffering. She sees herself as one of the materialistic objects like "a Nazi lampshade," a "paper weight" and a "Jew linen:" all are things "that are made from the remains of camps victims."[23] She portrays herself like insignificant objects, a matter that reflects her sense of insignificance. Then, in another set of images of separate organs that refer to the remnants of the tortured Jews, Plath points out her awareness of her disintegrated personality. She says

> The nose, the eye pits, the full set of teeth?
> The sour breath
> will vanish in a day.
> (Ll.13-15)

These shattered parts of body are shown by the poet as remains of her shattered personality. She decides to get rid of this life, commits suicide, and punishes her body in the manner of recreating it.

I turn and burn.
Do not you thing I underestimate your great concern.
Ash, ash
You poke and stir
Flesh, bone, there is nothing there.
(ll. 71-75)

In this respect, this use of instantly images as an embodiment of Plath's inner suffering is further illuminated in her epic poem "Daddy" which was written in October 1962. This poem repeats her complete subjection to her father's memory and his dominance over her identity. Plath uses odd images of a "black shoe" and "foot" which suggest her submissiveness, entrapment, misunderstanding and suffocation, because of the complete dominance of the father's image on her identity.

You do not do, you do not do
Any more, black shoe
In which I have lived like a foot
For thirty years, poor and white,
Barely daring to breathe or Achoo.
(ll.1-5)

This stanza also exposes Plath's use of the color black which indicates a gloomy and bleak mood that prevails her life as well as her poetry, reflecting a great sense of psychological conflicts. These images link the poem to Plath's early poetry especially to "Man in Black," as she portrays the man who stands against the harshness of the sea: "Black coat, black shoes and your / Black hair till there you stood." (ll.17-18) In both poems, the black man is Plath's own father, as she points out in "Daddy." She keeps attaching the image of the black man to her own father, increasing the sense of hatred towards the dominance of her father on her identity projecting a great sense of inner torture: "Any less the black man who / Bit my pretty red heart in two." (Ll.56-57).

Actually, her father played a notable part in her life. He suffered from fatal illness, making her suffer from mixed feelings of love and anger that she clearly reflects in her poetry, in general and in "Daddy," in particular. It shows Plath's anger towards her father, but in its second stanza, she modulates the images of anger with the images of glorification and sacredness. Thus, she says:

You died before I had time-
Marble_ heavy, a bag full of God,
Ghastly statue with one grey toe
(ll. 7-9)

These images clearly state Plath's mixed emotions of estimation and inner burden. She sees her father as huge as a "Ghastly statue" that reflects her admiration of his power. But the word "statue," as it is repeated in many of her poems, together with the "Marble heavy" image present something or someone that forms an obstacle in her life. This is also presented in her early poem, "The Colossus," to indicate a huge but broken statue, hence, her father's image controls her identity and shapes her life as Aird asserts.

Moreover, her admiration of her father lies in her inspired idea that her father, by dying, was able to achieve what she cannot achieve, that is death and freedom. As in the “Full Fathom Five” and in “Man in Black,” her admiration was directed to her father’s heroic deed which is reflected in his semi-suicide death. Hence, her suffering with the image of her father reflects her struggle with the idea of death itself.

In fact, the image that is associated with Plath's father in "Daddy," is shifted to a political dimension. As in

"Lady Lazarus," she once again unifies her father with a German-Nazi, and her own self with a tortured Jew. Thus, the image of the imagined Nazi Father becomes that of

An engine, an engine
Chuffing me off like a Jew
A Jew to Dachau, Auschwitz, Belsin.
I began to talk like a Jew.
I think I may well be a Jew.
(ll. 31-35)

Plath is pressed by the dominant image of her father in her life, she cannot overcome his dominance. This image of the "engine" is previously hinted at in "Tulips," when Plath was suffocated by the redness of the tulips, describing them as "rust-red engine." Commenting on the political dimension of "Daddy," Plath indicates that the poem is spoken by a girl with an Electra complex. Her father was a Nazi and her mother part Jewish. The daughter has to act out the awful little allegory once before she is free of it.

Then, she uses the black motto of Nazism to portray the blackness and the cruelty of her father, declaring that her father

Not God but a swastika
So black no sky could squeak through
The boot in the face, the brute
Brute heart of a brute like you.
(ll. 47-48 and ll.50-51)

The image of the "swastika", which is an ancient symbol, used in the twentieth century by the German Nazi party in the form of a cross with its ends bent at an angle of 90, intensifies the black and dark atmosphere of the poem and, hence, of Plath's own life. It confirms the first image of the "black shoe" in which the persona of the poem lived like a foot for 30 years. Therefore, the father's cruelty is like the cruelty and blackness of the Nazi officers that suffocates the Jews and the description of her father as a "brute" and "devil" intensifies the imagined aggressive attitude of her father.[28]

At this stage of her life, another man, whose cruelty is as strong and destructive as her father's, is involved. She substituted the father figure in her life with this man. "A man in black with a Meinkampf look" (l. 66).He is her husband, Ted Hughes, who betrayed her and left her alone with her children. By the image of "a Meinkampf," Plath also associates the starkness and cruelty of her husband with that of the Nazi officers. She states the clue that reveals this model as her husband when she states:

The vampire who said he was you
And drank my blood for a year,
Seven years, if you want to know,
(ll. 73-75)

They enjoy the protection and intimacy of a marriage life for seven years. After that, he developed a love affair with another woman, bringing the collapse of her happy marriage life. The image of the "devil" and the "vampire," show Plath's feeling to unify the cruelty of her father with that of her husband; both of whom she decides to terminate and free herself from: "If I've killed one man, I've killed two." (l. 72)

By using this legend, Plath metaphorically succeeds to revenge from her sufferings, asserting that she has turned to be a cruel person out of the cruelty of her torturers, so she transmutes her anger at her father and her unfaithful husband into a stake which pierces his/their heart.

Hence, Plath ends "Daddy" in the same way she ends "Lady Lazarus," she creatively succeeds to use

imaginary images to achieve her end. In both poems the persona uses an annihilating way to get her aim. In "Lady Lazarus," she burns herself and out of the "ash" she resurrects to avenge herself from her torturers, whereas in "Daddy," she turns into “vampire" and kills them. Those aggressive images intrude into Plath's poetry and her life, paving the way to her final and rush movement toward suicide and death. This rush movement is clearly revealed in the title poem, "Ariel."

Actually, "Ariel." is written in mid-January 1963, depicting Plath's resolution and dedication to the idea of suicide and death. She reaches a point of a complete conviction in the inevitability of death. Her subjectivity becomes the center of her poem, projecting, through a series of images, her pushing way toward self-destruction and death.

Critics see the title of the poem through three viewpoints. The first is directly related to Plath's favorite horse, which she used to ride weekly. This horse once bolted to expose the poet to an experience from which the poem is derived, Hughes asserts that her horse bolted and she came all the way home to stables about two miles, hanging around the horse's neck.[30] While the second recalls Shakespeare's Ariel in *The Tempest*, who is an ethereal spirit, that represents Prospero's control on fire and air.The third refers to a biblical allusion that makes of Ariel, the horse, the lion of God, as Hebrew word is translated and used in the Bible. Plath, identifying herself as “God’s lioness” directly uses this third allusion.[32] It is difficult to separate the above three viewpoints because they are emblems of the poet's emotional states that push her towards destruction and death. A. Alvarez asserts that the difficulty of this poem lies in separating one element from another. Yet that is also its theme; the rider is one with the horse, the horse is one with the furrowed earth, and the dew of the furrow is one with the rider. The movement of the imagery, like that of the perceptions, is circular.

The whole poem, hence, attracts the readers' attention with suspense and emotional connection. Plath emphasizes that she is identified with her horse; they become one entity:

How one we grow,
Pivot of heels and knees! The furrow.
Splits and passes, sister to
The brown arc
Of the neck I cannot catch.
(ll. 5-9)

This image of movement of the horse reflects Plath's movement toward death, turning everything around her into white; she is not interested to see the redness of the “Berries.” She finally enjoys the whiteness, the sense of freedom represented in her way toward death, as King asserts that "Ariel" is

…one of the poems which deal directly with death- and in particular, temptations of suicide…. The flight into death is celebrated as the new means whereby a fragmented sense of identity can be unified in a totality of meaning.

This fragmented personality is shown through images of the body and of concrete objects. They refer to Plath's fragmented personality; "heels," "knees," "the furrow," and the "brown arc." They represent the tangible existence that the persona willingly wants to leave. Unlike the environment that prevail "Tulips" with its slow movement and hesitation:

The movement in which the poet at least seems able to relate to her surroundings and to affirm her sense of existence appears, ironically, only in its extraordinary flight toward death and destruction. That it is a destructive flight, despite the excitement, becomes evident in the closing lines.[35]

In addition to her identification with her horse, Plath portrays herself as well as the kind of poetry that she writes in this period, in this journey, through a cluster of images. First, she identifies herself with a rebellious figure, "Godiva," who decides to take off her clothes to be white and pure. She removes those restrictions which threaten her gift to be like a rebellious Godiva and rides free, fast, unclothed and fully herself towards her goal.[36]

Then, after being free, she becomes an intangible thing, getting an ethereal spirit, and, hence, the link with Shakespeare's Ariel. Plath asserts, "And now I / Foam to wheat, a glitter of seas." (ll. 22-23), a state of death in which Plath feels the utmost sense of relief and freedom. The image of the sea with its recurrent motif appears here to reaffirm Plath's longing for death.

Consequently, after reaching this death; she imagines that, through rebirth, she acquires a new and strong identity, thus, she

> Melts in the wall
> And I
> Am the arrow,
> (ll. 25-27)

Many critics suggest that the image of "arrow" is a symbol of manhood, of man's superiority that Plath yearns to get, in order to avenge her torturers. Thus, like "Lady Lazarus" and "Daddy," Plath shows her permanent desire for death and rebirth. But in "Ariel," she flies away like an arrow towards the sun, which is a symbol of man, that means she flies toward her oppressors to kill them. Yet, in this poem, she finally realize her tenderness as a female whose soul is as beautiful as the dew.

In such images, Plath ends her life as well as her poetry. She finally realizes her goal and dies, acquiring a sense of freedom from her painful life. She, actually, commits suicide and dies in February 1963.

NOTES

[1] P. R. King, *Nine Contemporary Poets: A Critical introduction* (London: Methuen & Ltd., 1997), p. 168.

[2] Ibid. p.170.

[3] Annette Lavers, "The World as Icon: On Sylvia Plath's themes," in *The Art of Sylvia Plath*, ed. Charles Newman (London: Faber and Faber Limited, 1970), p. 106.

[4] William V. Davis, "Sylvia Plath's 'Ariel'" (URL: http://www. english.uiuc.edu/maps/index.htm), Retrieved January 16, 2017, p.1.

[5] Lavers, p.102.

[6] Ted Hughes, "Notes on the Chronological Order of Sylvia Plath's Poems," in *The Art of Sylvia Plath*, pp.193-194.

[7] Eileen M. Aird, *Sylvia Plath: Her Life and Work* (Edinburgh: Oliver and Boyd, 1973), p.102.

[8] Gail Caldwell, "The Darkening World of Sylvia Plath" (August 6, 1989, URL: http://www.plathonline. com/articles.html), Retrieved March 12,2017.

[9] Ibid.

[10] Ibid.

[11] King , P.177.

[12] Charles Newman, "Candor is the Only Wile", in *The Art of Sylvia Plath*, p.109.

[13] Ibid. p. 193.

[14] Aird, p. 72.

[15] Richard Gray, “American Poetry of the Twentieth Century” (URL: http://www.english.uiuc.edu/maps/index.htm), Retrieved February 22, 2017.

[16] Aird, p. 72.

[17] Gray, p. 6.

[18] Aird, p. 73.

[19] Renee R. Currry, “*White Women Writing White: H. D., Elizabeth Bishop, Sylvia Plath, and Whiteness”* (URL: http://www.english.uiuc. edu/maps/index.htm), Retrieved February 22, 2017,p. 7.

[20] John Rosenblatt, *Sylvia Plath: The Poetry of Initiation*, (Chapel Hill: University of North Carolina Press, 1979), p. 39.

[21] King, p. 183.

[22] Aird, p. 78.

[23] King, p. 184.

[24] Lynda Bundtzen, *Plath’s Incarnation: Women and the Creative Process* (New York: University of Michigan, 1988), p. 237.

[25] Rosenblatt, p. 41.

[26] Aird, p. 80.

[27] Quoted in Paul Alexander, “Holly Secrets” in *The Nation*, vol. 254, Issue: 11(March 23, 1992): 385.

[28] Ibid.

[29] Rosenblatt, p. 44.

[30] Hughes, p. 194.

31 William V. Davis, “Sylvia Plath’s ‘Ariel,’” in *Modern Poetry Studies* (1972, URL:http://www.english.uiuc.edu/maps/index.htm), Retrieved May 26, 2017, p. 4.

32 Ibid.

[33] A. Alvarez, *Sylvia Plath: A Memoir* (New York: Harper and Row, 1985), p. 179.

[34] King, p. 180.

[35] Ibid., p. 181.

[36] Kathleen Margaret Lant, “The Big Strip Tease: Female Bodies and Male Power of Sylvia Plath,” in *Contemporary Literature,* (Winter 1993 URL:http://www.english.uiuc.edu/maps/index.htm), Retrieved May 26, 2017. p. 8.

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Code Switching in Sarah Sechan Talk Show on NET TV

Cambio de código en el programa de entrevistas de Sarah Sechan en NET TV

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ABSTRACT

This study aims to analyze the type and functions of code switching used by the presenter in *Sarah Sechan* Talk Show on NET TV. The main theory used is type and reason of code switching by Holmes (2013). The qualitative method was used and the data were transcriptions of three episodes chosen in the show. The data were obtained by downloading the video of the program on Zulu.id and transcribing the utterances in written form. After analyzing the data, the writer classified the utterances based on two types of code switching.

Keywords: Code switching, Metaphorical Code Switching, Multilingual, Situational Code Switching, Types of Code Switching.

RESUMEN

Este estudio tiene como objetivo analizar el tipo y las funciones de cambio de código utilizados por el presentador en Sarah Sechan Talk Show en NET TV. La teoría principal utilizada es el tipo y la razón del cambio de código por Holmes (2013). Se utilizó el método cualitativo y los datos son transcripciones de tres episodios elegidos en el programa de entrevistas. Los datos se obtuvieron mediante la descarga del video del programa en Zulu.id y la transcripción de los enunciados en forma escrita. Después de analizar los datos, el escritor clasificó los enunciados en función de dos tipos de cambio de código.

Palabras clave: Cambio de código metafórico, Cambio de código situacional, Cambio de código, Multilingüe, Tipos de cambio de código.

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INTRODUCTION

Nowadays, the television channel provides the complete information, which people need. In order to provide what most people need, they sustained the program which makes the audience interest. The varied program such as news, music, comedy, reality show, and quiz are made to attract attention of the audience. It cannot be denied that several media tend to use bilingual conversation in their program to make their audience interested (Siahaan & Purba, 2019). One of the programs which use bilingual conversation in the program is *Sarah Sechan*. This talk show program is hosted by Sarah Sechan. This program discussed the topical issues in society and packed in a relax situation and humorous, but it still contributes useful information to the audiences. The guests who invited on the program are mostly artists, but sometimes they also invite non-artist, such as guests who have high achievements.

Sarah Sechan talk show is basically similar with others program talk show. Well-known people usually talk about something or are interviewed, but what makes *Sarah Sechan* talk show different and quite interesting as a talk show program among other similar talk show programs in Indonesia, is because *Sarah Sechan* talk show is not too serious and fun. Therefore, when people come home and take a break, they can enjoy it. Sarah Sechan is well-known be able to bring the talk show program in a very relaxed atmosphere. Sometimes she put some joke to entertain the guest and the audience. Throughout the show, Sarah Sechan sometimes combines two different languages at the same time without changing the topic of conversation itself and the meaning can still be understood by listeners.

Switching from one language to another language is a common phenomenon because Indonesian speakers are bilinguals. The bilingual speakers often use both languages in the environment. They use more two or more languages, for example, Indonesian, English, or even their own local language in communication practices. Sometimes, they combine two different languages at the same time without changing the topic of conversation itself and the meaning can still be understood by listeners. Wardhaugh (2006) stated, "People who use language have to choose particular language for interacting to one another and they may decide to switch from one to another code or to mix code".

There are several reasons why people use code switching in a conversation. The use of code switching make the conversation looks more alive and interesting, especially when people use uncommon words and it will give perception that someone who use code switching are educated person. Sometimes, someone uses code switching because they do not know either language completely. So, they tend to use code switching in order to make the information or the message can be understood.

Theoritical Framework

Bilingualism can be referred as an individual's ability to use more than one language variety. According to Trudgill (2003), bilingualism refers to one's ability to speak two or more languages. People are mostly bilingual because they have more than one language besides their mother tongue. For instance, Indonesia is one of the countries which has many bilingual and multilingual people. This happens because there are various ethnics and languages, more than 300 ethnic groups which have their own dialects. That is why most Indonesian people have the ability to speak and understand more than one language.

The term of code switching is used and discussed in linguistic (Gusnawaty, Yastiana, & Yassi, 2017) in a various related fields. It is a substantial phenomenon bilingual speech. Code switching often occurs in bilingualism and multilingualism, especially in Indonesia. Indonesia has many bilingual and multilingual people. Therefore, code switching is a common phenomenon. Some of the reasons to use code switching are rarely capable to perfect bilingual and multilingual.

Holmes (2013) defines that code switching can be motivated by the participants. "People sometimes switch code within a domain or social situation, where there is some obvious change in the situation." (Holmes 2013). The switch motivated by the ethnic identity and relationship between the speaker and the addressee to express the solidarity or to show the social distance dimension.

According to Holmes (2013), there are two types of code switching based on reasons of people in doing the code switching. The types are situational code switching and metaphorical code switching. Situational code switching refers to the switches, which occur in a particular social context. When people switch from one code to another code for reasons which can be clearly identified, it is called as situational switching.

Situational code switching occurs when the languages used change according to the situations in which the conversant themselves, they speak one language in one situation and another in a different one. Like sign language (Ridwang, Syafaruddin, Ilham, & Nurtanio, 2019), situational code switching is influenced by situation change in a conversation or discourse such as the change in participant, topic, or setting. Situational code switching is also determined by factors; factors of differences in power and status between groups of language speaker from outside the content of the particular interaction.

According to Holmes (2013), metaphorical code switching is a code switch which could be done by skilled bilingual speaker. It is because metaphorical code switching happens unpredictably. In metaphorical code switching, code switching happens rapidly and it is usually used to represent rhetorical skill in communication. It is used as a skill to communicate effectively in order to influence or persuade people. This type of code switching may also use to enrich someone's speech.

Besides, metaphorical code switching is thought to work as a conversational strategy to assist conversational acts such an apology, request, complaint or refusal. According to Stockwell (2007), in order to indicate to the listener that they consider a new domain to be in operation, a speaker can deliberately change codes in the middle of a situation.

The reasons are based on Holmes (2013) theory; there are four main reasons that influence people in doing code switching, which are setting, participant features (addressee specification, ethnic identity marker, express solidarity, express social distance, assert social status), topic (quoting someone, proverb), aspect of the function or the purpose of interaction (add emphasis, add authority, express feelings). The writer uses the context or the setting to divide the reasons of code switching produced by Sarah Sechan.

There are some reasons that influence the occurrences of code switching. The reasons are to express solidarity, to add emphasis, to express personal feelings, and to add authority. Besides the reasons that already mentioned, the setting, the topic and the function can influence the occurrences of the switching.

METHODOLOGY

The research used a qualitative approach in conducting the research. Descriptive studies are designed to gain more information about a phenomenon as it naturally occurs (Burns and Grove 2003), (Pujangkoro, Sinulingga, Nasution, & Napitupulu, 2019). Like TV programs (Situmorang, Sirojuzilam, Rini, & Lubis, 2019), the research analyzes code switching used by Sarah Sechan on Sarah Sechan Talk Show on Net TV. Because of the large population of the data, the researchers use purposive sampling technique to take the data. The data chosen are based on certain consideration. In other words, the chosen samples are based on some consideration; (1) the episode should have more than 50.000 viewers, (2) they contain the guests from different cultural background, (3) they consist of code switching and the types of code switching. The reason why the writer chooses "Sarah Sechan" as a subject ; (1) Sarah Sechan is the presenter who had been nominated as a favorite female presenter for her talk show program from Komisi Penyiaran Indonesia (KPI) in 2015 (Wowkeren, 2015), (2) the conversation in the talk show looks natural.

RESULTS

Based on Holmes (2013) there are two types of code switching. There are metaphorical code switching and situational code switching. The writer categorized the utterances as either metaphorical code switching or situational code switching. However, the writer would like to analyze starting from the more frequency to the fewer of the types of code switching.

There were 28 utterances (68.3%) categorized as situational code switching performed by presenter. The situational code switching that the writer found is as written below.

> Sarah: *Gue baru mau convince untuk lari. Coba try to convince me. Tiba – tiba sekarang lo bilang gue pinggang or apalah nggak jadi lari gue*
> Daniel: Try to convince you?
> Sarah : Convince me why should I run?
> Daniel: *Sarah gemukan?*
> (H1003) Sarah : Oh my God! *Iklan aja deh yuk jangan kemana – mana*
>
> (Taken from 1st episode)

In the utterances above, the participants in this conversation are Sarah and Daniel Mananta. The presenter changed from English to Bahasa Indonesia. The presenter responded to what her guest said about her. The topic of this conversation is Daniel's experiences when joining the marathon. He asked Sarah if she is getting fat: "*Sarah gemukan*?". This made her little bit shock and she responded with "Oh my God!" spontaneously then she switched into Bahasa Indonesia to end the topic. The type of the switching is situational switching because there is social context that is affected with the switching which is the function. So the program could switch to the commercial break and she would not need to respond what Daniel said about her.

> Sarah: *Percaya nggak saya treadmill?*
> Daniel: Oh really?
> Sarah: *Jalan tapi jalan cepet kayak di mall tapi kalau ada sale*
> Daniel: *Dikejar security ya?*
> (H1005)Sarah : *Ok gue dah jalan setengah jam. I deserve to eat. Gue habis gini makan ini. Apa yang ada dipikiran lu ketika lagi olahraga. Do you think about anything? Atau in the zone banget atau mikirin bisnis atau apa?*
>
> (Taken from 1st episode)

In this example, the paticipants in this conversation are Sarah and Daniel. The utterance above shows that the presenter changed her language from Bahasa Indonesia to English repeatedly. She started her utterances with Bahasa Indonesia then she switched into English, and switched again to Bahasa Indonesia. It shows that every sentence boundary uses different code to explain the context. The sentence "*Ok gue dah jalan setengah jam*" used Bahasa Indonesia, and then she switched the topic by saying "I deserve to eat". She switched back to Bahasa Indonesia "*Gue habis gini makan ini*" to emphasize the meaning of previous utterance.

Metaphorical Code Switching

In metaphorical code switching, rhetoric skill is represented during the speech. This type of code switching id also used to enrich the utterances. It is also used to influence of persuade people effectively. There are 13 utterances (31.7%) found from the data and categorized as the metaphorical code switching during the talk show program which performed by Sarah Sechan.

(H1001)Sarah: *Oh itu kayak mau kasih treatment, kamu mau bayi tabung? Kita bisa siapin. Tapi bener nggak rasanya? Ini kemarin Daniel habis selesai marathon juga loh di Bali 42 km. Is that the first?*
Daniel: *That was my first time marathon. Pertama kalinya gue marathon. Gue bersyukur banget gue selesain dalam waktu 4 jam 30 menit*
Sarah : *Sesuai nggak? Itu lebih cepet ya*

(Taken from 1st episode)

In the utterance above, the presenter stated something in Bahasa Indonesia then she switched to English. During speaking in Bahasa Indonesia, she switched to another language spontaneously. She said "Is that the first?" beside to emphasize the topic she talked previously; the changing from Bahasa Indonesia to English happened rapidly. The code switching above was done to enrich the utterance. The metaphorical code switching used to represent rhetorical skills of the speaker. The changing of the language used to persuade the listeners in order to make them understand. It makes the utterance categorized as metaphorical code switching. Because of the fluency of the presenter to use both Bahasa Indonesia and English in daily life, sometimes she unconsciously and even spontaneously switched between both languages.

Sarah : *Ini ada beberapa pertanyaan yang sedikit pribadi sifatnya jadi silahkan pilih suit dulu. You know how to suit Indonesian suit-suit?*
Arifin : *Yang ini? Oh rock scissor*
Richard: *Yeah rock scissor*
Sarah : Go
Richard: Paper rock scissor
(H2004)Sarah : *Jika bisa makan malam dengan lima orang terkenal di Indonesia akan mengajak siapa dan akan bertanya apa. Five famous people in Indonesia. So, that have to be an Indonesian obviously. Mau nanya apa ke meraka*
Richard: *Ok satu Arifin Putra*

(Taken from 2nd episode)

This utterance shows that the presenter started her utterance in Bahasa Indonesia to give some question to Richard Kyle. Then she switched to English to clarify the question so that Richard Kyle has a better understanding about the question. She switched again to Bahasa Indonesia to make sure that he would understand what they had been talked about. This kind of switching can be categorized as metaphorical code switching because the presenter wanted to draw association between two languages. She used Bahasa Indonesia first to deliver the question, which appeared on the scene; then she just read it. Then, when she delivered the question to Richard Kyle, she tended to use English in order to make Richard more understand about the question.

Reasons for Switching

Holmes (2013) defines that there are some factors that cause the speaker to switch their choice or do the code switching. There are a number of reasons or motivations of bilingual or multilingual speakers to switch their language choice, such as the participants, the setting, the topic, and the function.

To express solidarity

When Sarah talks to the addressee, she tends to use Bahasa Indonesia to greet some of her guests. One of the utterances showing the switching is described below

Sarah: Itu paling penting ya knowledge atau pengetahuan akan pentingnya deteksi dini karena kanker itu bukan death sentence sebetulnya tapi masih bisa dilawan buktinya di lingkungan orang yang kamu kenal itu ya
(H1009)Sarah: Hi Mbak Wanda thank you for coming. Ini Ibu Maya duduknya disebelah aku sudah disiapin senada sama warna kursinya

(Taken from 1st episode)

From the utterance above, the presenter switches her code from English to Indonesian. This switching contains of participant's solidarity and status because there is social context that influences her when she switches her code, which is participant. This happens when she greets new guests who are Wanda and Maya. The presenter uses English when greeting Wanda whose age is the same with her. Meanwhile, she uses Indonesian when greeting Maya and calls her "*Ibu Maya*". In this case, "*Ibu Maya*" is aimed to respect the older woman. Moreover, while Sarah welcoming *Mbak Winda*, Sarah said thank you. By saying thank you, it shows an expression of participant's solidarity and status.

Sarah: *Sekarang sudah ok loh*
Richard: *Lumayan-lumayan*
Sarah: *Semakin Sunda gimana gitu kelihatannya*
Richard: *Nggak belum*
(H2002) Sarah: *Kamu ada sundanya kan*? You are Sundanese right?
Richard: *Yeah yeah tapi belom bisa Bahasa sunda*

(Taken from 2nd episode)

In the utterance above, Sarah asks Richard Kyle about his ability to speak Indonesian. She says that his fluency of speaking in Indonesian is improved than before. He cannot speak Indonesian fluently beforehand. When Richard speaks Indonesian fluently, Sarah says his Indonesian sounds like Sundanese. Then, she asks "you're Sundanese right?". In this case, Sarah would like to clarify by switching her language to English. Besides, it aims to make Richard understands easily what they are discussing. It shows that Sarah uses English to express her solidarity towards Richard Kyle.

To add emphasis

The motivation of the reason of switching may be affected by the function of the switching itself. In Sarah's utterances, the writer found some of the code-switching that occurs because he tries to emphasis the topic that he discusses to the addressee. One of the examples is:

Sarah : *Ya betul banget karena biasnya kalau terkena kanker juga awal ada si sel itu nggak terasa apa-apa nggak ada gangguan apa-apa*
Raline : *That is why dibilangnya itu silent killer*
(H1010) Sarah : Exactly, *sudah tahu tapi sudah terlambat ya ibu jadi penting banget ya walaupun,* We fell healthy is ok to check to have a check. *Kalau untuk Raline bagaimana apa yang ingin disampaikan.*

(Taken from 1st episode)

In the utterance above, there is a code switching from English to Indonesian and switched back again to English performed by Sarah Sechan. The topic is about breast cancer awareness. After all the participants give their opinions about breast cancer, Sarah concludes that it is important to check our health even we feel

healthy. It shows that the speaker changes her language because she would like to show her empathy about breast cancer. So that she repeats her utterance to make sure people must be aware about breast cancer. She also says the most important thing is to have regular health checks.

To express feelings

Sarah : *Tapi tahu nggak gosipnya Raline habis nikah di Norwegia ada artikelnya lagi*
Daniel : Yes. Yes
Sarah : *Serius dirimu?*
Daniel : *Iya saya memberikan istri saya yang terbaik yaitu Salmon*
(H1007)Sarah: *Sorry aku cuman mau bilang gini aja no offense ya sebenarnya wajahmu itu ganteng tapi wajahmu tukang ngibul banget ya. Gue panggilin orangnya aja ya*

(Taken from 1st episode)

In the utterance above, there is a code switching which contains affective functions. The code switching happens from English to Indonesian. When Sarah responds what Daniel Mananta says. She is little bit shocked and apologized spontaneously for not intending to offend Daniel that he is handsome but his face really looks like a liar. After saying that, all the audiences laugh out loud. It shows that her code switching contains of express feeling because before telling Daniel she may hurt him, she feels sorry first. On the other hand, by using some jokes during conversation, it can make the audience laugh and warm the atmosphere up.

To add authority

(H1009)Sarah: Hi Mbak Wanda thank you for coming. Ini Ibu Maya duduknya disebelah aku sudah disiapin senada sama warna kursinya
Raline: *Is all about pink?*
Sarah : *All about pink ya*

(Taken from 1st episode)

On the utterances above shows that the switching occurs because of the authority of the speaker. In that utterance she switches from English to Bahasa Indonesia to ask her guest to sit beside her because the sofa has same color with her guest dress. So, he switches her language when he gives a command to her guest.

Setting, topic, and function

The setting is one of the important social factors that affect the code switching. One of the examples is described below

Sarah: *Oh ini punya kamu*
Boy: *Yeah, udah makan belom?*
Sarah: *Aduh kebetulan belum*
Boy: Come on; come eat with me, *makan sama aku*
Sarah: *Oh jadi bener ini punya Boy, kata Mumu ini punya artis*
Boy: *Selamat datang di Eastern Kopi TM*

(Taken from 3rd episode)

The utterance is uttered by Sarah when she sees the café. The most reason that influences the use of English in this utterance is because the euphoria held the talk show program beside the studio like usual. There is the change of the setting in this conversation.

The topic

Sarah : *Iya loh roti bakar gitu, kalau pas pacar kamu datang ke Indonesia*
Boy : *Anniversary kali ya*
(H3003)Sarah : *Yeah you should make, I like anything. Nasi goreng bisa?*
Boy : *Simple tapi standart*

(Taken from 3rd episode)

In the utterance above, there are more than two topics that happened during the utterance. The topic switch is used in the utterance that contains code switching above. At the first topic, the speaker responds what Boy William says that a man should make something for his girlfriend. Then, she changes the topic that as a woman she would like anything to eat. When she talks about herself, she switches the topic spontaneously by asking Boy whether he is able to make fried rice in Indonesian. She does not realize that she performs topic switch function during her code switching. She just realizes that the situation influences her to perform code switching.

The function

Boy: *I like untuk visiting the office itself, its kayak bener-bener buka mata, Wow! Orang Korea tuh kalau kerja bener-bener kerja kerasnya gila. Very focus kayak bikin boyband bikin girlband itu bisa training anak-anaknya dari umur 13 th. Jadi masih anak-anak masuk ke dorm dilatih dilatih dilepas umur 18 th bayangin training 5 th. Jadi untuk lihat training boyband or girlband is very good*
Sarah: *Jadi kalau gue training udah telat dong kan dari umur 13 th*
Dito: *Gimana kalau bikin girlband oma-oma kan belom ada tuh*
(H3008)Sarah: *Iklan dulu, jadi tetap disini if you love it jangan kemana mana*

In this utterance, the setting is taken inside the café. Sarah talks to her audience to do some activities, such as not change the channel. She uses Bahasa Indonesia to give information if there will be a commercial break and use English to persuade her audience. She wants to grab the attention and persuade the audience to stay tuned on her talk show program. The motivation behind this switching is the function of the switching itself.

DISCUSSION

From 41 utterances performed by Sarah Sechan, there are 28 utterances categorized as situational code switching and 13 utterances categorized as metaphorical code switching. There reason why situational code switching could be the most frequent type in this study is because of the social context which is the participant. The participants were Sarah Sechan as the presenter of talk show program and the guests of these three episodes chosen were Daniel Mananta, Raline Shah, Arifin Putra, Richard Kyle, Boy William, and Sebastian Steel.

They are all Indonesian artists but such as Raline Shah, Arifin Putra and Richard Kyle are mixed-blood. Therefore, it cannot deny that they will perform code switching during talk show program. Moreover, the metaphorical code switching is rarely appeared in this talk show program because the topic issues that bring on the show is not containing persuasive aspect or even persuade purpose in order to make the audience doing something.

The writer found the occurrences of code switching in this talk show program influenced by some reasons such as the participants (to express solidarity, to add emphasis), the function (to express feeling, to add authority), the setting and the topic. The highest frequency of the switching is the topic. Since the topic is the highest frequency during talk show program, the presenter just would like to run the program naturally. According to Holmes (2013), some speakers may more comfortable in using particular code for a certain topic. Basically, the speaker did not realize that she performed topic switch function in utterance during talking with the guests.

Both participants; presenter and her guest may not realize that they change the topic because during the talk show, the presenter only focus on the topic that they discussed about and make the program more interested and alive. Therefore, they may not focus on the changing the topic during talk show. So, she feels more comfortable to mention it in English than Indonesia, or she may not know the equivalent words in other language.

The second reason that motivates Sarah in doing code switching is the function. This function happens in order to show the speaker's emotions. Both participants shows their function to build the relax situation during the talk show program. Sarah Sechan preferred to switch to Indonesian in order to make the jokes well-delivered to the guest and audience also. While making joke, Sarah Sechan become friendlier with the guest so that when the guest invited again they are so happy to be there. Someone said that the program brought the positive vibe for all the crew and the audience also.

The other reason that motivates Sarah in doing code switching is to express solidarity that appeared when the presenter greeting the guest. In analyzing the data, the writer only found two utterances that represent participant's solidarity and status. It is because when greeting someone, the presenter did not code switch. She preferred used one language which is Indonesian to greet the new participant or the guest. Sometimes she will do code switching while she meet her close friend.

"Quoting someone" and "quote a proverb" in Sarah Sechan talk show program is never appeared because the content mostly talk about topical issues. It is not necessary for her to quote someone utterances or proverb during the talk show program. The dominance of situational code switching and topic switch function in this study also signed that by using code switching, both participants would like to build the talk show program more interesting. The presenter is consciously using the code switching in order to make the topic discussed more alive (Rosyidah, 2019).

Hence, while the presenter does code switching, the guest will unconsciously replied using code switching also. The expression that they made also contain code switching because they more comfortable to use English (Nurchayani, 2014).

Based on the analysis of data, the writer found code switching in Sarah Sechan talk show program. There are 109 codes switching from three episode chosen performed by participants. Sarah Sechan performed 41 utterances which contains code switching. According to the types of code switching theory used, the writer found situational code switching (68.3%) and metaphorical code switching (31.7%) used by Sarah Sechan as the presenter, the situational code switching type is the most frequent code switching type found in Sarah Sechan Talk Show program.

The occurrences of code switching in this talk show program influenced by some reasons. They are the participants, the topic, and the functions (Pandin, et al, 2019). The highest frequency of the switching is the topic. The second reason that motivates Sarah in doing code switching is the function. Meanwhile, the other reason is to express solidarity that appeared when the presenter greeting the guest.

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Moral Dimensions of Javanese Forgiveness in Serat Wedhathama and Serat Nitiprana

Dimensiones morales del perdón de Java en Serat Wedhathama y Serat de Nitiprana

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ABSTRACT

The study aims to analyze the moral dimensions of Javanese forgiveness. The data sources are Serat Wedhatama and Serat Nitiprana. The study using hermeneutic, Javanese Ethics, and decency value theory. The results show that the nature of Javanese forgiveness is the embodiment of the virtuous personal character. Forgiveness for virtuous persons is lived and understood as a way of testing and proving the quality of personal morals oriented to inner peace. Forgiveness, which is decided independently and not by social norms, will manifest virtuous personal character.

Keywords: Ethics, Forgiveness, Javanese, serat nitiprana, serat wedhatama.

RESUMEN

El estudio tiene como objetivo analizar las dimensiones morales del perdón de Java. Las fuentes de datos son Serat Wedhatama y Serat Nitiprana. El estudio utiliza la hermenéutica, la ética javanesa y la teoría del valor de la decencia. Los resultados muestran que la naturaleza del perdón de Java es la encarnación del carácter personal virtuoso. El perdón para las personas virtuosas se vive y se entiende como una forma de probar y probar la calidad de la moral personal orientada a la paz interior. El perdón, que se decide independientemente y no las normas sociales, manifestará el carácter personal virtuoso.

Palabras clave: Ética, javanés, perdón, Serat Nitiprana, Serat Wedhatama.

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INTRODUCTION

Forgiveness or in Javanese is called by various terms, such as "*aksama; pangaksama, pangaksami, pangupaksama"* or "*apura; pangapura, pangapuntên"* (Poerwadarminta, 1939: 7, 19, 468, 469, 473) by thinkers (philosophers), especially among experts in ethics (moral philosophy) is recognized as an object of philosophical study that is increasingly popular and reasonably sexy but also recognized as controversial and dilemma. Some philosophers assume that forgiveness in an ethical perspective is categorized as one type of virtue or at least part of the virtue of mildness (Bash, 2007: 31; Griswold, 2007: 10; Sadler, 2008: 241; Garcia, 2011: 17, 18; Holmgren, 2012:.32; Warmke, 2014: 9). Some other thinkers (philosophers) argue that forgiving too quickly or forgiving without involving certain conditions, such as the dignity of the victim, apologies from the perpetrators, and the presence of other moral values, are at risk of being morally reprehensible; the human mark is weak, dwarf (mental slave), and even considered useless because it is not useful as a means of overcoming anger or hatred (Novitz,1998: 299; Sussman, 2005: 85; Ware, 2014: 247; Blustein, 2014: 67)

The controversy about the moral status of forgiveness - on the one hand, is considered good, and on the other hand, it can be mired in humiliation or bad - is also portrayed clearly in the context of Javanese culture and has a strong influence on the daily reality of Javanese society. The controversy about the moral status of forgiveness in the context of Javanese culture can be found easily at the level of ideas or thoughts or the level of concrete behavior. Disagreements at the level of ideas about the moral status of Javanese forgiveness can be found in a variety of written and unwritten literary works. The Story of Mahabharata, especially in the Bharatayudha war section, is one of the phenomenal examples of no forgiveness or forgiveness that is morally blameworthy. The Kaurava, as a symbol of evil humans or morally considered corrupt, damaged, or rotten deserves to be destroyed to its roots (Arif, 2017: 147). No forgiveness is considered the best choice morally when rampant lust; self-interest or egoism takes precedence, and the interests of others are ignored or even deliberately seized or eliminated. In short, there is no forgiveness for the wrongdoers when there are violations of human values, justice, and the welfare of living together. Mulder (1985: 35) argues that in *wayang* stories, there is no forgiveness and only one choice; win or lose and die.

Other examples of no forgiveness at the level of ideas appear in the form of folklore, such as the story of *Mangir Wanabaya* (rewritten in the form of a novel by Pramoedya Ananta Toer, 2000) and the folklore of *Keris Empu Gandring*. The folklore of *Mangir Wanabaya* and *Keris Empu Gandring* as if giving a moral message that the most extreme punishment in the form of loss of life (murder), can be carried out by sadistic ways to the perpetrators of wrongdoing for the defense of self-respect and the restoration of personal or institutional authority is an act that can be justified or at best not understandable (Suharsono & Widiatmadi, 2007: 37). The humiliation of personal honor (*ora diwongké*) or feeling no longer valued as a human being (*dianggêp wis dudu manungsa*) for the Javanese means losing everything. The existence of oneself as a dignified person decays or is destroyed and disappears without a trace. "*Aji godhong jati garing*" is a Javanese proverb to describe the state of life (*kahanan urip*) without self-worth. Loss of dignity due to mistreatment (bad) by others is used as a justification (legitimacy) in retaliation by justifying any means.

The assertion that forgiveness is morally considered not the best choice in responding to the mistakes of others arises in the form of *paribasan*, *bêbasan (unèn-unèn*) and among them which are quite popular in the daily life of Javanese people, are as follows; *"utang lara nyaur lara utang pati nyaur pati, dadi godhong êmoh nyuwèk, dadi banyu êmoh nyawuk, ilang-ilangan êndhok siji, tijitibèh; mati siji mati kabèh, tumpês kélor, sêdumuk bathuk sênyari bumi diréwangi toh pati dilakoni"* (Endraswara, 2013: 37-49; 114-147; Pranowo, 2003: 275). Evil treatment: wrong, bad (*ala*) from other people should not be allowed, or be forgiven, or forgotten, or justified, let alone forgiven. Retaliation is an obligation, or at least is permitted and is not taboo if done in more cruel ways. Revenge becomes the antidote to hurt; considered the best way to restore dignity. Feelings of satisfaction and joy when offenders suffer and misery are the energy behind revenge. The saying *"wong nandur bakal ngunduh"* or *"ngunduh wohing pakarti"*; good deeds give birth to good, or vice versa evil deeds give birth to ugliness are the basis of justification for retaliation.

The reality or concrete facts of revenge are easily found in the practice of everyday Javanese society. One phenomenal example of revenge - no forgiveness - in the form of termination of social relations is *"jothakan; nêgnêngan."* Mulder (1985: 53), *"jothakan; nêngnêngan"* is silent action (termination of communication) and accompanied by circumvention (termination of interaction) and can last a lifetime and may even be passed on to children and grandchildren because self-authority is insulted, humiliated or abused by others. *"jothakan; nêngnêngan"* aims not only to isolate but also to eradicate the existence of the offender from the psychological life of the victim. A saying "*dadi godhong êmoh nyuwèk, dadi banyu êmoh nyawuk"* is a description that contains a message for anyone that hatred because of self-humiliation (heartbreak) will never shift or transform into feelings of joy. In other words, damage or rift in social relations due to hurt is impossible to be repaired or reconnected. Mass killings or massacres of followers of the Indonesian Communist Party (PKI), especially in the regions of Central Java and East Java, are other examples of revenge for those who have done wrong or are considered guilty. Massacres or killings of followers of the Indonesian Communist Party and have a powerful nuance as a form of revenge - expressions of hatred and anger are very strong - predicted to reach 500 thousand people ((*Peristiwa 65 dan PKI: wajah para korban dan pelaku - BBC News Indonesia*, 2016).

The above description gives a glimpse that forgiveness is moral teaching (*pitutur luhur*); the embodiment of virtuous human character (*luhur bebudene*) was not or could not be valued as the best choice in responding to the mistakes of others. Ideas or ideas about the moral quality of forgiveness (apart from religious perspectives) are still doubtful and openly interpreted as the embodiment of humans of weak character (*asor bebudené*). In other words, forgiveness is more interpreted as a personal picture of moral deficiency than a personal picture of admirable or commendable moral quality. The ability to overcome or control negative emotions and evil desires (a mirror of patience), the ability to accept the facts of life that are bad (unfavorable) as a result of the wrong treatment of the other party without demanding retribution or asking for compensation (a mirror of sincerity, *nrima*, *rila* or humble person), and willingness to do good to the offender (personal mirror of compassion) is considered not a form of virtue but a reflection of a dwarf soul (mentality of slaves) or a personal portrait who wants moral flattery. The meaning of forgiveness may be identified with omission, declaration, forgetting, or even justification for mistakes.

Based on the consideration that forgiveness is still open, the possibility of negative moral status. Morally bad or despicable because it is considered a picture of weak human (do not care or remain silent when self-respect is harassed by other parties), and also do not care about other moral values, such as justice and social order. A critical study of the moral dimensions of Javanese forgiveness in *Serat Wedhatama* and *Serat Nitiprana* gets its urgency. The purpose of this study is to analyze the moral dimensions of Javanese forgiveness in the Serat Wedhatama and Serat Nitiprana. The findings are expected to provide a more substantive picture of the moral values of Javanese of forgiveness so that the hurt feeling because of self-respect harassed by other parties does not become a trigger for revenge but opens up room to continue to go goodness. Forgiveness is human energy that is morally positive so that it can create a civilized life. Forgiveness overcomes a past full of anguish and breaks the cycle of endless revenge, for the sake of the present and a better future, the happiness of our life and others.

METHODOLOGY

This study was library research. The primary data source of this study is forgiveness teaching in Serat Wedhatama by Mangkunegara IV and Serat Nitiprana by R. Ng. Yasadipura. The teaching of forgiveness (*ngaksama)* in the *Serat Wedhatama* is found as well in *Pupuh Puvung*, verse 03, *Pupuh Gambuh*, verse 27. The teaching of forgiveness (*ingapura*) in the *Serat Nitiprana* is found in the *Pupuh Dhandhanggula*, verse 07. The meaning of the term "*ngaksama; ingapura* " in the Javanese Dictionary refers to smelting, cleansing, erasing mistakes or misconduct of other parties (*dilunasaké kaluputané*) or wrongdoers not convicted

(convicted, tortured) or fined (*lunasé paukumané panggawé ala*), data analysis using the hermeneutic method Dilthey, and interpretation of the results using Frans Magnis-Suseno's Javanese ethics and Driyarkara's Ethics value concepts.

RESULTS AND DISCUSSION

Moral Teachings of Javanese Forgiveness in *Serat Wedhatama* and *Serat Nitiprana*

The notion or idea of forgiveness as good moral teachings (*pitutur luhur*) in Serat Wedhatama by Mangkunegara IV (Any, 1983: 39, 46; Chodjim, 2016: 182, 276) dan Serat Nitiprana by Raden Ngabehi Yasadipura (Yasadipura & Kamajaya, 1971: 20) is as follows:

Angkara gung, nèng angga anggung gumulung, Gegolonganira, Triloka lêkêré kongsi, Yèn dèn umbar ambabar dadi rubéda (bait 34). Béda lamun kang wus sêngsêm rèh ngasamun, ***Sêmuné ngaksama****, Sêsamané bangsa sisip, Sarwa sarèh saking mardi martatama (Pupuh Pocung bait 34 dan 35).*

(Lust or anger that is entirely in the person himself, which includes three kinds of nature, if the lust is allowed to wreak havoc and or misery physically and mentally. In contrast to people who are interested in a calm atmosphere of inner life, *all his attitudes and behavior signify forgiveness to others who do wrong*, all-patience that comes from a good heart, cold, calm or virtuous)

Sabarang tindak tanduk, tumindaké lan sakadaripun, ***Den ngaksama*** *kasisipaning sêsami, Sumimpang ing laku dur, Hardaning budi kang ngrodon (Pupuh Gambuh bait 74)*

(All acts or deeds carried out must not be haphazard or rushed. Act appropriately or according to ability and *forgive others who do wrong*, avoiding from disgraceful actions, big character).

Jroning Kitab Sipatul Ngulaki, tandhaning wong kang kurang budinya, ana pratandha awaké, solah pangucapipun, kang kanggonan jatining budi, yèn katêkanan balak, ing sariranipun, winêlas ing kabêcikan, mring kabuka marang ing sasami-sami, ***wong luput ingapura*** *(Pupuh Dhandhanggula bait 07)*

(In the book Sipatul Ngulaki, the sign of a humble person is there is a sign in his body, all his words, and a virtuous person, when he experiences a disaster because of being wronged by another party, he responds with kindness, open-hearted to all people, people who unforgivable).

The term forgiveness in the Serat Wedhatama is "*ngaksama*", while in the Serat Nitiprana is "*ingapura*". The terms "*ngaksama"* or *"pangaksama; pangaksami; pangupaksama"* comes from the basic word "*aksama* " (Kawi language) and the terms "*ingapura* " or " *pangapura; pangapunten* " comes from the basic word "*apura; sepura*" (Poerwadarminta, 1939: 7, 19, 468, 469, 473; Utomo, 2009: 4, 13, 351, 355, 356, 360; (Widada et al, 2011: 7, 25, 26, 521 , 530).

The terms *"ngaksama"* and *"ingapura"* in principle do not differ in meaning because the two terms are identical, that is "*dilunasaké kaluputané; lunasé paukumaning panggawé ala (dosa); ora diukum, ora dipidana, ora didenda"* (Poerwadarminta, 1939: 7). If the term *"ngaksama"* or *"ingapura"* is understood literally (according to the dictionary meaning), then the meaning of the two terms (*akaksama; ingapura*) refers to a psychological response or particular behavior so that the mistake (sin) or evil deeds of another party is considered to have been merged; eliminated, removed or destroyed without a trace. If the mistakes of other parties (fellow) are like debt and must be paid, then forgiveness becomes pension (substitute) of the debt. In other words, an apology makes all the consequences of wrongdoing, whether in the form of punishment (criminal, punishment) or payment of compensation (fines) that must be inflicted on and borne by the offender deemed to have been paid (paid in full). In short, forgiveness is the cleansing of mistakes (sins) or the elimination of evil deeds (*ala*) so that the wrongdoers are free from moral defects. The perpetrators of mistakes can again appear morally clean and deserve to be re-valued as human beings (personal) with dignity.

Forgiveness in *Serat Wedhatama* and *Serat Nitiprana* is made as one of the main characteristics and at the same time a distinguishing feature (*béda lamun*) between humans of good character (*bêcik*); virtuous (*luhur bebudèné*) with humans of lousy character (*ala, candhala*); low-minded (*asor bebudèné*). Virtuous is a

determinant of personal moral quality, and the ability to give forgiveness is a testing and verification field of nobility. Unlike the low-minded human figure (*asor bebudèné*), not forgiveness but revenge is the best choice when he is mistreated or poorly treated by others. Desire to be more in touch with others or want to be the first person (*nêpsu mênangè dhéwé*), to think of oneself is always right (*nêpsu bênêré dhéwé*), and only to pay attention to his own needs (*nêpsu requiré dhéwé*), is a sign of self-character; still dominated by turbulent passions (Suseno, 1996: 140). The desire to harm others and rejoice when others suffer is another characteristic of the nature of keangkaramurkaan (Endraswara, 2013: 37). Keakaramurkaan sign; rough feelings and egoism can be expressed through *“patrap, lagak lagu, solah bawa, tindak tanduk, muna muni (pangucap).”* For example, mimic or facial expressions nuanced anger, hatred, malice, and hostility *(mbêsungut, njabrut, njêkêrut, pêtêng, nyurêng, sirung, njêmbrung*); certain words or words are arrogant, threatening, and insulting (*nylêkit, braok, saru*); hand movements, how to sit, and how to walk signify anxiety, worry, fear, excessive courage, and feel smart *(jail, mêtakhil, kakèhan polah, kêmaki, kêmlinthi, riwil; ora jênjêm, durung mênêm)*. If the turmoil of lust is left out of control, not overcome or not controlled, then not happiness but disaster will come and befall.

Bad character (disgraceful) is contrary to his attitude and behavior with a virtuous personal figure. Silence, tranquility, and harmony of the mind or the atmosphere of spiritual life that is calm (not turbulent) because it can overcome or at least control the carelessness - rough feelings and egoism (*pamrih*) - is a source of happiness or the ultimate goal for virtuous persons. The wrong or inadequate treatment of others is not an obstacle or obstacle to keep doing good to the wrongdoers. Forgiveness is not limited to overcoming or controlling evil desires, such as anger or hatred, and other negative emotions, but also fostering kindness to wrongdoers. Forgiveness for virtuous people is a guarantee that relationships between human beings are not interrupted by mistakes made, and hatred or moral anger felt. The guilty party for a person of noble or praiseworthy character is a fellow human being whose existence will never be permanently denied or destroyed.

Nothing of permanent refusal or vicious retribution is evidence of the ability and ability to survive (not fall) and try to get away from adverse living conditions. Forgiveness means prescribing certain psychological conditions beforehand for turmoil in turmoil; desires for revenge or requests for compensation can be overcome or at least controlled so that they are not wildly expressed or out of control. This means patience *(sarwa sarèh*), sincerity, *nrima, rila* as a mirror of humility (*andhap asor lan lêmbah manah*) and followed by doing good deeds as a mirror of compassion (*wêlas asih; ambêg wêlasan; ambêg paramarta*) is a prerequisite for forgiveness. Suseno (1996: 142-143), quoting opinions from experts, such as Geertz (2014), Koentjaraningrat (1994), Jong, (1976), and Soetrisno (1977), explains the notions of patience, sincerity, nrima, and rila as follows :

> Patience is a sign of a good human being (leader): he advances with caution, steps with the trial, and error as if he stepped on a board whose strength is unknown. Patience means having a deep breath in the awareness that in due course, good fortune will arrive. Nrima means accepting everything that comes to us, without protest or rebellion. Nrima should not be interpreted as an ability to swallow everything apathetically, but rather accepting the conditions of life that are bad and in difficulty still react rationally by not falling (collapsing) and also not resisting in vain. Nrima demands the strength to accept anything that cannot be avoided without allowing itself to be destroyed by it. Nrima's attitude gives endurance also to endure bad fate. For those who have that attitude, it is a disaster to lose their misery. He remains happy in suffering and concerned with joy. Ikhlas means "willing" or able to let go of his individuality and fit into the great harmony of the universe as determined. The Rila means the willingness to relinquish property rights, abilities, and results of one's work if that is the responsibility or destiny of demands.

So patience, sincerity, nrima, and rila are pictures of the condition of psychic life that can help overcome or at least control the turmoil. Patience, which is a prerequisite for forgiveness, is a psychic space that contains the hope that adverse conditions due to wrong treatment by other parties can shift, change or transform into a good state even better. Patience means not being limited to survival; suppress or control the ferment of lust, but also try to overcome; dare to step carefully by using the intellect (reason) so that it is free or free from the clutches of lust. *Nrima,* in the context of forgiveness, is the ability to accept and admit the mistakes of others sincerely. The other party's mistakes and their harmful effects must be received without retaliation or requests for compensation. Acceptance of wrong treatment and its adverse effects in the context of *nrima* is not to be interpreted as omission, proclamation, or forgetting; keep quiet without reaction, and over time it goes away by itself. *Nrima* is a psychic space for thinking clearly about the main elements of forgiveness, such as the recognition of mistakes, the ability to choose the right response to mistakes, and the ability to release negative emotions and evil desires. Sincere is a psychic space associated with the belief that there is a divine power involved in human life. Ikhlas means self-status as a victim; loss of self-respect, self-respect, or dignity as the most valuable possession is not waste or uselessness but rather a sign of an ability to accept the status of a human being who does not endure from mistakes. "*Rila"* is a psychological condition that allows the victim personally to be willing to give up his rights, such as the right to be treated well and fairly by other parties.

Prerequisites for forgiveness also involve the ability to do good; generous or compassion (*wêlas asih; ambêg wêlasan; ambêg paramarta*) to the wrongdoer. Generosity does not refer to mercy (compassion) to other parties, especially to those (fellow) who have done wrong or bad. Compassion does not refer to moral superiority; morally feel better, nobler, more praiseworthy than other parties, especially in front of those who are considered inferior, bad, evil, despicable, despicable because of their status as violators. *Serat Nitiprana* teaches that the image of a virtuous human being (*luhur bebudènè*) is read and radiated from the kindness of sincere attitude and selfless actions based on the patience of the heart (Poerwanto, 2006). The patience of the heart facilitates the attainment of inner peace (purity of heart), and inner peace radiates personal kindness (purity). Kindness from within the person will emit light of kindness to others so that the punishment (doom) for mistakes (*luput; kaluputan*) or evil deeds (*panggawé ala*) can be rejected or removed. So generosity or compassion - doing good to others who have done wrong - is sourced or arises (*mrêntul*) from inner calm (purity of heart).

Generosity or compassion; the fruit of tranquility, serenity, and harmony of the heart (purity of heart) is clear (*bêning*) - not polluted or dirtied with strings attached - to create coolness (*ngasrêpi*) and also radiate warmth. Generosity (*wêlas asih*) means going beyond compassion (pity), a positive feeling that arises because it is triggered by the presence of adverse living conditions in the form of suffering or misery of others. The desire to feel and be motivated to help ease the burden of suffering is the primary energy feeling of compassion (pity). Generosity is not only in the form of sympathy for the misery or misfortune of others but the encouragement of goodwill, namely, in the form of feelings of love (*sênêng*) and love (*trêsna*) to others as human beings. Generosity in the context of forgiveness means a sense of self to take responsibility or to be actively involved in presenting coolness; calm, serene, peaceful, and warm; happy and happy to create an atmosphere of harmony or family based on respect for fellow human beings as humans. Generosity as a personal expression of forgiving character (*ambêg paramarta*) shines concern for the welfare and happiness of fellow human beings without conditions. A compassionate and forgiving person does not need an apology, marks of remorse, and requests for compensation, a sign of repentance to the wrongdoer. In other words, forgiveness does not require that the offender must first suffer or suffer. Generosity in the form of the ability to sincerely apologize - arising from good intentions - for the mistakes of others is a sign of a personal plenary or true knight (Endraswara, 2013: 173; Chodjim, 2016: 201),

Concrete forms of generosity (compassion) as a sign of forgiveness in the practice of everyday Javanese society are displayed in various ways. The ability to say hello (say hello aruh), say certain words, both orally and in writing, such as *"orapapa, salah wis tak ngapura; sing wis ya wis; aja dibalèni,"* looking calm (*antêng*), facial expressions or facial expressions are calm and decorated with sincere smiles, and *beranjangsana* or

bersamaturami are some examples of expressions of compassion (doing good) to the wrongdoers. The essential meaning of the term "*orapapa*" when used at the beginning of the utterance or phrase *"salahmu wis tak ngapura*" is *"ora nista"* " or not blasphemous or not wicked (Poerwadarminta, 1939: 403). So the meaning of the term *"orapapa,"* which means *"ora nista"* (not blasphemous) refers to an acknowledgment of an error (not proclaiming, omitting or not caring about mistakes), but the error does not lead to adverse effects; trigger retaliation or request for compensation. This means saying *"orapapa"* in recognition of the mistakes of others is a moral message that serves for self-confirmation that the impact of mistakes does not make self-dignity or self-respect fall into humiliation. Kaesang's writing on his Twitter account is *"ya orapopo. Maafkan wae"* is concrete evidence of the use of the term *"ora papa"* as a sign of acknowledgment of the mistakes of others, and retaliation or request for compensation is not the best choice of response to the error (Kaesang, 2017).

Identical to the words *"orapapa,"* calm appearance and shady facial expressions decorated with smiles are also used as an effective way of self-confirmation to remain strong so that they are able to think clearly and not dissolve in pain, sadness, anger, and hatred. The logical reasoning or reasoning behind this calm, calm expression and smile is a form of sincere acknowledgment that fellow mistakes or evil deeds are not permanent crimes or moral defects without space for improvement or recovery. Calmness, coolness, and smiles are a mirror of hope (optimism) for a better and more promising condition of life in the present and future. This means that the mistreatment of the other party is considered to be insufficient and also improper when it is responded to as a break, cry, and anger. Calmness, coolness, and smiles also give a strong message that the existence of violators is still acceptable. In other words, calmness, coolness, and smile are a sign that there is no permanent rejection or cruel destruction to those who have made mistakes. So looking calm, shady facial expressions, and smiling smiles is a sign of feeling like (*rêmên*) and love (*trêsna*) and not a strategy of diverting attention from bad circumstances to obtain praise. Empirical facts show that smiling is recognized as a sign of forgiveness that is (commonly) practiced in the daily lives of Javanese people (Suharsono & Susetyo, 2017: 85). A smile for the Javanese serves as an opening key for communication and a sign of a happy and grateful person in his life (Endraswara, 2016: 191).

Concrete forms of forgiveness in the form of actions, in addition to speech or self-conduct (*solah bawa*), which are commonly practiced in the daily life of Javanese people is the ability to go on or stay in touch. The term *Anjangsana* refers to visits to release homesickness or ties of friendship, for example to the house of a neighbor, relative, old friend or friend (Bahasa, 2011) *Anjangsana* or hospitality in Javanese is known as "*sanja,"* and its meaning refers to visiting (*madhayoh*) to a neighbor's house to talk to each other (*omong-omongan*) (Poerwadarminta, 1939: 544). Therefore, *anjangsana* or hospitality (*sanja*) is a sign of harmony and, at the same time, a clear proof of mutual respect between two people (two parties) who are bound in a cord of friendship or brotherhood. In harmony and respect for Javanese people are the basic principles or rules for all forms of social interaction (Suseno, 1996: 38). Harmony is a guarantee that harmony at the level of social life is maintained, while respect is a guarantee that hierarchical order in the structure of social life is maintained (Suseno, 1996: 39, 60). Therefore, the ability to stay in touch in the context of forgiveness is evidence of good intentions to restore the atmosphere of harmony and mutual respect, which could be damaged or interrupted as a result of the actions of another party. The hospitality gave a guarantee that the hurt was healed and negative emotions were successfully controlled.

So the essence of moral teachings (*pitutur luhur*) forgiveness of Java in *Serat Wedhatama* and *Serat Nitiprana* is a manifestation of the character of virtuous human character. Forgiveness as a response to the mistakes (bad deeds) of the other party, is lived and understood by virtuous humans as a way of struggle in the sense of testing and proving the quality of personal morals which are oriented to a state of inner life that is calm, serene, and balanced. Cessation or control of negative emotions and evil desires as expressions of positive moral attitudes; patience, *nrima*, sincerity, and *rila* as well as the ability to do good as an expression of generosity (*welas asih*) are prerequisites for forgiveness. This means that forgiveness that refers to repayment, deletion or fusion (destruction without a trace) mistakes or bad deeds of other parties (fellow) or

the consequences of mistakes in the form of punishment (criminal, torture) or request for compensation is considered to have been paid (paid in lunar) is the fruit of inner calm and purity (purity) of the heart. The measure of inner calm and purity of heart is the presence of a serene atmosphere that signifies peace and serenity and a warm atmosphere that signifies joy and happiness.

Critical Analysis of the Moral Dimension of Javanese Forgiveness

Javanese forgiveness, especially in the *Serat Wedhatama* and in the *Serat Nitiprana* is the fruit of inner calm so that with patience, sincerity, *nrima,* and *rila* can overcome or at least control negative emotions and evil desires or lusts and at the same time encourage to do good to others who have done wrong. Concrete forms of forgiveness can be expressed through a variety of ways, both in the form of speech, self-delivery, and also concrete actions. Given the expression of forgiveness arising through physical signs, the possibility of misunderstanding about the substance of forgiveness itself is reasonable and understandable. To avoid the negative impact of misconceptions about the moral dimensions of Javanese forgiveness, the below outlines the criteria for an action (forgiveness) that can be rationally justified (Suseno, 1996: 582 - 585).

First; Forgiveness is not a spontaneous act and is also not an obligation, especially for the types of mistakes that are classified as severe, but rather a choice among other possibilities in responding to mistakes. Forgiveness as a choice must be understood in the context of the process or the results of the research process and careful consideration of the three main elements of forgiveness, namely (a) recognition that wrong, whether intentional or unintentional mistakes (b) choice not to engage in available responses of revenge or retribution, and (c) give up (or at least making a real effort toward giving up) negative affective responses and affective dynamic such as anger, hatred, indignation, distrust or resentiment (Sadler, 2008: 232-233). In this first stage, the forgiving person must examine and carefully consider the difference among recognizing a wrong (mistake) as the main element of forgiveness with excusing a wrong, or condoning a wrong, or justifying a wrong, or pardoning a wrong, or forgetting a wrong. Forgiveness (recognizing there has been wrong) is not identical meaning with an excuse, condonation, justification, pardon, and to forget a mistake (Murphy, 1999: 1335-1356; Gamlund, 2010: 547; Warmke, 2014: 13). The victim has the right to punish the perpetrator, reply, or ask for compensation, but the victim deliberately chose not to exercise that right. Waiver of the right to punish is based on respect for the recognition of the dignity of the perpetrator as a person and a form of solidarity with fellow human beings as weak creatures, open to doing wrong (Garrard & McNaughton, 2003; Ware, 2014: 248). The ability to overcome the desires of lust and the ability to do good must be sincere (pure); must come from the deepest heart and be based on logical reasons so that it is morally worthy of praise. It is done to overcome the lusts of willingness and willingness to do good, not because of self-interest (selfishness; strings attached) and the recovery of artificial social relations and harmony. So the research and consideration of the main elements of forgiveness is to guess or estimate (*duga prayoga*) carefully and thoroughly the three main elements of forgiveness. Failure to understand the main content of forgiveness will result in virtue as a form of nobility turned into evil as a form of humiliation.

Second, research and consideration of forgiveness must not be prolonged or protracted and must end with the decision to forgive. The decision to forgive must be right and wise, and its size lies in freedom (independence) in making the decision. Independence in decision making to forgive does not mean that it wants (or if there is a will), but it must be based on goodwill. The will or good intention must contain a balance between knowledge of the contents of forgiveness and the actions that will be displayed. The decision to stay in touch because of feeling uncomfortable (reluctant) to appear the impression that social relations have been connected is an example of an unwise and inappropriate decision to forgive. So forgiveness decision making is morally right and wise when born from a healthy mind (inner silence) and sincerity.

Third, decision making to forgive does not necessarily guarantee that forgiveness can be carried out. The act of forgiveness means practicing forgiveness or embodying forgiveness in concrete action, and the process often finds various difficult obstacles. Difficulty overcoming obstacles in the practice of forgiveness triggers doubts or doubts. Feeling confused - indecisive or hesitant - triggers to choose to retreat or cancel forgiveness.

Miundur means feeling helpless and proof there is no firmness and tenacity in facing and overcoming difficult obstacles. A person who has inner silence (mind), even though he is doubtful, even though he feels doubtful, even feels afraid, but does not back down (Driyarkara, 2006: 585-584),. The virtuous person - having inner silence - remains alert, remains steadfast and resilient and continues to forgive and incarnate in concrete actions. So the act of forgiveness in practice must be understood in the context of continuous testing and proof of personal moral quality, namely the determination and tenacity in facing and overcoming various difficult obstacles. In short, forgiveness for a noble person is a form of determination and tenacity; not giving up when faced with challenging obstacles. It must be practiced continuously in the reality of concrete life.

CONCLUSION

The essence of the moral teachings of Javanese forgiveness in the Serat of Wedhatama and Serat Nitiprana is the embodiment of virtuous human character traits. Forgiveness for virtuous humans is lived and understood as a way of struggle to test and prove themselves as individuals who have entered the level of inner life that is calm, serene, and balanced. Termination or at least the control of lustful anger; negative emotions and evil desires as manifestations of positive moral attitudes; patience, nrima, sincerity, and moral are the manifestations of forgiveness that come from inner peace, although it is realized that this ability is still not enough as a condition for forgiveness with a positive moral status.

Forgiveness for virtuous individuals must be perfected by doing good to the wrongdoers. A concrete manifestation of forgiveness for virtuous humans can be displayed in various ways, such as speech, writing, facial expressions or body movements (*solah bawa*), and concrete actions. If the act of forgiveness is based on careful consideration and research (*duga prayoga*), making appropriate decisions (*empan papan*), firm and resilient in its implementation, then forgiveness can help realize the character of virtuous human character to the highest degree. Conversely, the act of forgiveness can plunge human degrees into humiliation as low as possible when done spontaneously (quickly), not mature in research and consideration, inaccurate in decision making, and hesitant or hesitant in implementation.

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Genetic Structuralism Analysis in "Go Set A Watchman" by Harper Lee

Análisis del Estructuralismo Genético en Go Set a Watchman por Harper Lee

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ABSTRACT

The purpose of this study is to create a literature sociological analysis of the novel *Go Set a Watchman*. This study aims to reveal the worldview of the author by using Genetic Structuralism theory. The focus of the research is as follows; 1) Analyzing the literary structure of the novel 2) The social background of Harper Lee in relation with the novel 3) The historical events and condition of the society 4) The author's world view in the novel. The result of the analysis shows that Harper Lee sees the conditions of the society, at the time the novel was written.

Keywords: Problematic character, racism, social conflict, world view.

RESUMEN

El propósito de este estudio es crear un análisis sociológico de la novela Go Set a Watchman. Este estudio tiene como objetivo revelar la cosmovisión del autor mediante el uso de la teoría del estructuralismo genético. El foco de la investigación es el siguiente; 1) Análisis de la estructura literaria de la novela 2) El trasfondo social de Harper Lee en relación con la novela 3) Los acontecimientos históricos y la condición de la sociedad 4) La visión del mundo del autor en la novela. El resultado del análisis muestra que Harper Lee ve las condiciones de la sociedad, en el momento en que se escribió la novela.

Palabras clave: Carácter problemático, conflicto social, racismo, visión del mundo

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INTRODUCTION

The issue of racism is a very familiar name in many field of study. America in particular, have been the most notably known as the source material for a study about racism. Unfortunately, as popular as it is, research and study about racism are always to some extent sugarcoated due to concerns of political correctness (Sirait, N. N., 2013). In a recent op-ed in *The New York Times*, David Reich, a Harvard geneticist, argued that scientists are unwilling to do research on—or, in some cases, even discuss—genetic variation between human populations, despite the fact that genetic variations do exist (Reich 2018). This piece received mixed reactions, drawing condemnation from social scientists because of its implication and praise from people approving the argument that discussion of racial differences has become taboo.

Although, justice is for all human kind (Rosmalinda, & Arif., 2018), this could not be helped at a time when white supremacists are openly marching in the streets of America. Perharps, any writing that invokes the notion of racial study will inevitably sparks cultural war and political debate due to its sensitivity. However, it is not always the case, "*To Kill a Mockingbird"* and "*Go Set a Watchman"* is an American classic novelette by Harper Lee that has endured almost six decade maintaining its success and popularity.

It is not like corruption and security issues (Putra, A. M., Pagalung, G., & Habbe, A. H., 2018; Putra, B. A., Darwis, & Burhanuddin, 2019), it is to be an argument anymore that racism exists, it is truly one of the oldest truism around. Albeit that, it is still important to highlight social issues that is still relevant to date. Hence, there will always be significance in reading and discussing literature written about racial relation. In accordance, this study seeks to critically read and discuss *Go Set a Watchman* by Harper Lee using Lucien Goldmann's genetic structuralism theory in order to see how the text could be seen as a reflection of the society through the work of the author.

Difference with real character (Gunawan, D., Arisandi, D., Ginting, F. M., Rahmat, R. F., & Amalia, A., 2017), according to Luxemburg, a fictional world is a world that is not a part of reality, but in some aspects it is also similar with reality. When an author expresses their imagination, to create an imaginary universe filled with imaginary characters that does not exist in our reality, there is still a particular relatability with the characters and their journey that we could relate with our own experiences (Luxemburg, et al. 1989, 20).

It is not a coincidence that we could relate to those fictional characters. That is because literature is a product of human activity, born from human desire to understand, express, and to share their experiences with others (Pickering and Hoeper 1981). In addition, according to Eagleton, these experiences are the product of their interaction with their society (Bressler 1999, 218), in other word the society shapes the form of literature that the author wrote, and the author wrote the ideas that he acquired from the society. In addition, Glickberg said that a literary work, does not matter how nihilistic it seems, was born because of a profound social concerns (Endraswara 2011, 77).

It is already established that in the novel *Go Set a Watchman*, historical event and social condition of the author do influence the text in a major way. In accordance, it opens up the possibility of *Go Set a Watchman* to be researched by using approach of sociology of literature, which in this study will be conducted by using by using Lucien Goldmann genetic structuralism theory. This theory was chosen because this theory was deemed to be appropriate in this situation, in a way that this theory does not only focus on the text for its analysis, but also on the historical and social conditions that produced the text.

Genetic structuralism theory aims to reveal the author's worldview expressed in the literary text that could only be seen after doing an analysis on the intrinsic element of the literary work, the author's social background, and the sociological and historical background influence at the time the work was written (Faruk 1986, 2). Genetic structuralism believes that understanding only the structure, or the intrinsic element of the novel, without considering the author's presence would not produce a meaningful and coherent analysis (Goldmann 1975, 7).

Author's world view is a concept introduced in genetic structuralism theory referring to the ideas, aspirations, and feelings that unite a particular group, which is expressed in the novel by the author as a

collective subject. Genetic structuralism method to reveal the author's world view is called as "whole-part" and "comprehension-explanation" method. In brief, "whole-part" method means understanding the structure of the novel, while "comprehension-explanation" method means we must relate the structure of the novel with the author's social structure.

Theoritical Framework

Although *Go Set a Watchman* was published in 2015, four year later this year in 2019 the novel has not been gaining much attention from the scholars. Despite that, the existing research and study that has been done by some scholars on this novel was quite diverse and interesting. One of the more common topic to be found on this novel was discussion about racial prejudice against black American. As seen in Abielah and Rahayuningsih study that covers similar topic, which are the prejudice in economic, politic, and law. The content and conclusion on both study was quite similar in which both are pointing out prejudices happened in the novel (Abielah 2016) (Rahayuningsih 2017). Other scholars studying this novel were Krol and Yuliani, whose research focused on the characterization in the novel. Yuliani focused on the characterization of mainstream American in the novel, and reached a conclusion that their character was heavily influenced by individualism ideology (Yuliani 2018). On the other hand, Krol study focused on one character instead, which is Jean Louise, and reached a conclusion that Jean Louise was influenced mostly by her father rather than her society (Krol 2016).

Reference regarding the application of genetic structuralism theory could be seen in the thesis by Gustaf Sitepu titled "Strukturalisme Genetik *Asmaraloka*", which used Goldmann's genetic structuralism theory on *Asmaraloka* novel. Gustaf thesis is interesting because his analysis does not stop on the novel *Asmaraloka*, but also continued on the author's other various work, in relation to the author's social context. In addition, Gustaf also added extra step using linguistic theory to analyze the most frequent word that is used in the novel by the author as a supporting claim. The thesis conclusion was drawn from the combination of genetic structuralism theory and linguistic theory, resulting in the conclusion that *Asmaraloka* novel was highly influenced by the conflicts surrounding Indonesia's government (Rahayuningsih, 2019) and religious group (Sitepu 2009).

Next is a journal article by Jennifer Jee-Lyn García, PhD, and Mienah Zulfacar Sharif, MPH titled "Black Lives Matter: A Commentary on Racism and Public Health". This article focused on racism and its consequences from the perspective of its everyday effects. This study aims to explain how dangerous it is to be black people in America, even in the present day, because black people are more likely to be the victim of racism (Garcia and Sharif 2015). This article has no similarity to the study that are conducted, however this article is relevant because it shows how a bad racial relation could lead into a dangerous living conditions for the participants involved.

Lastly is also a journal article by Mark C. J. Stoddart titled "Ideology, Hegemony, Discourse: A Critical Review of Theories of Knowledge and Power". This article discussed about the theory of ideology, hegemony, and discourse from a Marxist perspective. This article elaborates how ideology and discourse functions as a tool of hegemony, and how society could be aware and resistance against unequal relations of social power (Stoddart 2007). This article is relevant to this study since the study conducted also concerned about social relations and unequal power in society. Understanding how ideology and discourse affects the society would in turn provide more knowledge on how a society works, thus led to better understanding regarding the objective of this study.

Unfortunately, there are limited discussion on the novel using genetic structuralism theory. Therefore, one of the goals of this study is to fill in the gap and by doing an analysis on the novel using genetic structuralism theory, consequently would contribute something new to the discussion. The difference between these studies with the existing one is that this discussion will focus more on the ideological aspect in the novel by relating the structure of the literary work with the structure of the author's society, while the existing discussions are focused more on the literary aspect of the novel.

METHODOLOGY

This study will implement qualitative approach to process the collected data of words, phrases, and dialogues from the novel *Go Set a Watchman*. As cited from Creswell qualitative approach frequently used in a interpretative research, in other word a research that emphasize on the process of producing meaning and understanding the data collected (Creswell 1994, 145).

This approach is relevant for the study because in this study we will be applying dialectical method to analyze the data that we have acquired from the novel *Go Set a Watchman*. This method is frequently applied in a study that implements genetic structuralism theory for its research. The basis of this method is that the part and structure of the text would be meaningless if it is not unified with the text larger elements or structure, in other word it aims for the coherence of meaning (Endraswara 2011, 61).

On the account that this research was conducted by using qualitative approach and dialectical method, the data analyzed in this study consists of words, sentences, and dialogues from the novel *Go Set a Watchmen* by Harper Lee. In other word, the primary source of data for the study was acquired from Harper Lee's novel *Go Set a Watchman* published by Harper Collins Publisher, New York in 2015. The literary work contains 278 pages, consisting of 7 parts and 19 chapters.

This research also used secondary data in the form of books, articles, e-books, and website that will be referenced throughout this study to support the discussion in this research. The secondary data that was referenced in this study followed a certain criteria to keep it relevant with the analysis. For example, the biography of Harper Lee the author of the novel, the historical events around the time the novel was written, and works that are relevant to Lucien Goldmann's genetic structuralism theory.

The data collection in this study will refers back to the statement of the problem and the objective of the study that deal with Harper Lee's world view as portrayed through the novel *Go Set a Watchman*. To achieve the aim of the study accurately, the data collected will be following these 3 aspects: 1) The structure of the novel, 2) The author's biography, and 3) Historical events surrounding the birth of the novel. To analyze the structure of the novel, the data will be collected through a close reading method of *Go Set a Watchman* to gain relevant information based on the theoretical framework. The second section, the author's biography, will be collected from written documents, interviews, and internet sources documenting the life of the author, Harper Lee, and collecting information relevant to *Go Set a Watchman* novel. The last section, Historical events surrounding the birth of the novel, will be collected from various sources and references found on the biography of the author and on the internet, may it be in a form of audio or video recording, or written document. Even though the source of data is rarely used in scientific research, we will assume its validity and reliability because the likelihood of data to be forged is very slim.

As previously mentioned in the research approach, this study will implement dialectical method to process the data, which aims to seek the coherence of meaning. Goldmann introduced this method as whole part and comprehension-explanation concept, which means that each part is only meaningful when it is placed in a whole structure, and the structure could only be understood when we could comprehend each part that construct the structure.

Therefore, this study first step of data analysis will be to take apart the structure of the novel *Go Set a Watchman*, following the concept mentioned before. Then the second step will be interpreting parts of the novel, such as the characterization, plot, and theme. The next step of the analysis then will be to relate the elements of the novel with the social structure and the social group represented by the author. After the coherence of meaning have been achieved, then the world view of the author could be established.

RESULTS AND DISCUSSION

As has been explained before, to understand the author's world view first we must understand the structure of the novel and its relation to the author's real world social context. This process is called as "whole-part" and "explanation-comprehension" approach. By understanding the part of the structure of the novel and what it means as a whole, the next process was understanding the real world social context of the author, and then finally relating the real world social context to the novel.

Go Set a Watchman novel tells a narrative that revolves around the theme of class conflict. Harper Lee used the theme of class conflict to express her perspective or worldview in her novel *Go Set a Watchman*. Understanding the structure of the novel is an important step in a study using genetic structuralism theory. The worldview of Harper Lee in the novel *Go Set a Watchman* then will be elaborated as follows.

From this novel, we could see how much Harper Lee felt uneasy with the worsening racial relation in the America, especially at the south, at the time the novel was written. This uneasiness stemmed from the fact that at the time America tends to make a decision that worsens the already bad racial relation. The Reconstruction period that happened at around 1865 through 1877 was a right step toward the bettering of racial relation in America, with the 14th and 15th amendment that allows blacks to vote and protected equally under the law. However, all the progress from the Reconstruction period would be erased by the collection of anti-black policy that was effective only in the southern states of America, known as "Jim Crow" laws.

Harper Lee was a southerner herself, but she felt uneasy with the social conflicts that is created by "Jim Crow" laws. "Jim Crow" laws control many aspects of social life, it prohibits blacks from using the same public facilities, such as public transportation and public school, as the whites, and voting was made harder, and even prohibited in some states, for black people because many could not pass the voter literary tests, and prohibition of interracial marriage, and clauses that made it possible for a business to separate their white and black costumers. It was made worse because of "separate but equal" ruling on Plessy v. Ferguson case, which later allows for segregated restaurant, public restroom, and even water fountain.

Harper Lee's perspective on these laws is that the white supremacist would do anything to preserve segregation in the south. The laws was made to protect the people of power, whose mostly a white person, at the time, by making interaction between the whites and blacks impossible because of the segregation, and by prohibiting the blacks to vote worrying that the blacks would took their position. Harper Lee's response toward this policies could be seen from this quotation.

The white supremacists are really pretty smart. If they can't scare us with the essential inferiority line, they'll wrap it in a miasma of sex, because that's the one thing they know is feared in our fundamentalist hearts down here. They try to strike terror in Southern mothers, lest their children grow up to fall in love with Negroes. If they didn't make an issue of it, the issue would rarely arise. (Lee 2015, 270)

Knowing the facts that the policies tends to only benefit those who are already in power, by limiting black people to vote so that the position of power would only be filled with white people, and spreading irrational fear by creating an issue that would not likely to happen at all. In *Go Set a Watchman*, Harper Lee as a southerner and as an individual provides us with two perspective.

As a southerner, the court decision on Brown v. Board of Education was upsetting, because the court was canceling one whole amendment just to satisfy the small portion of the black community in the southern states of America. This is upsetting for the southern states because this decision could affect the vast majority of people. Although, as an individual this decision does not affects her that much so she does not think about it. In this two quotations from the novel, we could see how as an individual and as a southerner she felt about the court decision.

We missed the boat, Atticus. We sat back and let the NAACP come in because we were so furious at what we knew the Court was going to do, so furious at what it did, we naturally started shouting nigger. Took it out on them, because we resented the government. When it came we didn't give an inch, we just ran instead. When we should have tried to help `em live with the decision. --- I'm trying to say that I don't approve of the

way they did it, that it scares me to death when I think about the way they did it, but they had to do it. It was put under their noses and they had to do it. Atticus, the time has come when we've got to do right---" "Do right?" "Yes sir. Give `em chance" (Lee 2015, 241-245)

From the quotation above, we see that Harper Lee believes that it is time for the southerner to do the right thing, by giving the black community a chance. It might seem that what the court did was wrong, and it was, because the court broke an amendment just to satisfy a group of people. Even though what the court did was wrong, the decision need to be taken because it was time to do the right thing. Thus, the southerner needs to do the same thing, to do the right thing. Harper Lee world view could also be seen in Jean Louise exchange with Atticus as follows.

Her voice was heavy with sarcasm: "We've agreed that they're backward, that they're illiterate, that they're dirty and comical and shiftless and no good, they're infants and they're stupid, some of them, but we haven't agreed on one thing and we never will. You deny that they're human." "How so?" "You deny them hope. Any man in this world, Atticus, any man who has a head and arms and legs, was born with hope in his heart. You won't find that in the Constitution, I picked that up in church somewhere. They are simple people, most of them, but that doesn't make them subhuman. (Lee 2015, 251)

Based on the quotation, it shows that as a southerner believed that the black people is not as intelligent and advanced as the white people, but they are still human beings and thus should be treated as such. Harper Lee believes that as a southerner, by accepting changes and doing the right thing and treating others regardless of race indifferently, would be a good step to take to better the racial relations in the southern states of America.

Harper Lee sees how important it is that people starts treating everyone indifferently, because every single one of them is different entity, as expressed from this quotation from the novel that says "every man's watchman, is his conscience. There is no such thing as a collective conscious." Harper Lee believes that people need to be their own entity, rather than thinking as a hive mind. In addition, this passage taken from the novel also shows the importance of developing own conscience.

When you happened along and saw him doing something that seemed to you to be the very antithesis of his conscience---your conscience---you literally could not stand it. You had to kill yourself, or he had to kill you to get you functioning as a separate entity. (Lee 2015, 265)

By developing their own conscience people would develop their own ideas and thoughts, and consequently by exchanging thoughts people then would find that there are no correct answer to a question, there will be many. Additionally, exchanging point of view does not mean that one should agree with the other. There is no need to be forcing one's point of view to another, and there is also no reason to not holding on by your point of view. As expressed by Harper Lee in the novel, "I guess it's like an airplane: they're the drag and we're the thrust, together we make the thing fly. Too much of us and we're nose-heavy, too much of them and we're tail-heavy---it's a matter of balance. I can't beat him, and I can't join him---"

CONCLUSION

By using Genetic Structuralism to analyze the novel *Go Set a Watchman* by Harper Lee, the study produced four main part of analysis that will be summarized below. The first one is the relationship between the problematic characters. *Go Set a Watchman* depicts the major problematic character in the novel as morally ambiguous. Jean Louise Finch in *Go Set a Watchman* is, at first glance, depicted as the moral beacon as compared with the other character, because when she is faced with the worsening race relation in Maycomb, she was the only one who wonders why it happened. Constantly faced with her aunt, Alexandria, extreme view about class, Jean Louise would always deny it because she does not submit to that belief, such as when Henry was badmouthed by Alexandria because of his parents background as a *"rednecked white trash"*. The trash would never wash out of him, Jean became furious with her aunt and shut her up by telling

her to "go pee in your hat." In other instance, Jean Louise was also the one that took action when Frank became the victim of Atticus belief, by visiting Calpurnia, his grandmother, and telling her that if there is anything she could help with she will.

In the end, it is revealed that although it seems like Jean Louise was the moral beacon in the society filled with class conflict, it was untrue because Jean Louise belief was copied from Atticus, thus when Atticus belief was not the same as Jean Louise, her belief and morality was shaken and blurred. The way Jean handled conflict is also make her flawed, because instead of listening to what others have to say about their belief, she always ends up resorting to name calling, shutting the others, or simply flee, because she believes that the belief of others are nonsensical.

The second one is how Harper Lee's social background affects this novel. Harper Lee's social background of growing in a white family in Alabama in 1926 shows clear privilege, because at the time the social hierarchy advantages the white people more than any other racial group. She was born with parent that could be considered as progressive at the time, thus Lee was free to choose her own career and does not need to live her lives in Alabama. Thus, in 1949 she moved away from Alabama to New York to work as a clerk in an airline company. There in New York in 1954, she wrote her first draft on *Go Set a Watchman*. The social background of Harper Lee's plays a big role as the novel is written following a journey of a privileged young lady faced with a society that is degraded, while her education as a college student and her moving away to New York also helps that it provides Lee with perspective other than from Alabama.

The third is how the novel is related to the historical events and social conditions of the author. *Go Set a Watchman* was heavily influenced by the historical events happened in 1950, mainly the case of Brown v. Board of Education, which incidentally is also used as the settings in the novel itself. *Go Set a Watchman* was set after the Brown v. Board of Education decision that overturned Plessy v. Ferguson "separate but equal" doctrine in the aspect of desegregation of public education. The reactions of the citizen in Maycomb County was the major plot point of *Go Set a Watchman* that Lee's. The response of the people of Alabama against the court ruling also had a major impact in Harper Lee's work, namely the enrollment of Autherine Lucy in University of Alabama, Harper Lee's alma mater, which sparked a massive protest, although mostly not by the students, to kick her out of the university and resulting in the Board of Trustees decision to bar her out of the campus in 1956.

The fourth and the last one, Harper Lee's world view as seen through the novel depicts the importance of understanding others' belief (Christinawati & Pandin, 2019). In *Go Set a Watchman*, social conflicts was depicted as the beginning of the downfall of social, economy, and moral aspect in the society. We learnt from the novel that responding to a social conflict in the wrong light would only made the situation worse, that we need to communicate and express each other's belief to reach and understanding with one another (Pandin, et. al., 2019).

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The State Liability of Plastic Waste Dumping in Indonesia

La responsabilidad estatal de la eliminación de residuos de plástico en Indonesia

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ABSTRACT

Plastic Waste has become one of the most important global environment issues these days. The study aims to scrutinize problems which are related to the phenomenon, such as: the principles and regulations of liability in regard of the plastic waste dumping, and also the restructuration and strengthening law and regulation to overcome the plastic waste dumping. The results found that since the states have liability on preventive environmental damages occurred within their territory, they must strengthen their international and national regulation in order to prevent any potential loss.

Keywords: Illegal waste dumping, Indonesia, plastic waste, State liability.

RESUMEN

Los desechos plásticos se han convertido en uno de los problemas medioambientales globales más importantes en la actualidad. El estudio tiene como objetivo analizar los problemas relacionados con el fenómeno, tales como: los principios y reglamentos de responsabilidad con respecto al vertido de residuos plásticos, y también la reestructuración y fortalecimiento de la ley y la regulación para superar el vertido de residuos plásticos. Los resultados encontraron que, dado que los estados tienen la responsabilidad de los daños ambientales preventivos ocurridos dentro de su territorio, deben fortalecer su regulación internacional y nacional para evitar cualquier pérdida potencial.

Palabras clave: Descarga de desechos ilegales, desechos plásticos, Indonesia, responsabilidad del Estado

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INTRODUCTION

Plastic has become one of the important factors that support industrial activities. The logical consequences arising from the use of plastic by industry are the turning up of new problems in processing the remnants of the plastic waste.

The recycling of plastics can only be carried out very limitedly and in a highly complex process, because every plastic component has a chemical material with a different decomposition process (National Geographic, 2018). For as long as a decade, the production of plastic waste in Europe has been increasing in numbers from 245 million tons to 358 million tons in 2018 (Agence-France-Presse, 2019). However, from all the garbage, only 31% can be recycled.

The plastic recycling process is a complicated problem, through a specific separation stage in order to be free of contamination (UN, 2019). This stage has a high level of difficulty, because contamination should be described as a mixture of certain materials which is exposed to the plastic material itself, either in the form of chemical residues, or exposure to other materials whose compounds are different from plastic materials. Then there is a tendency for developed industrial countries to export plastic waste that is in their countries' territory, because the costs incurred will be cheaper than having to recycle themselves.

Since 1992, China has become an importer country that receives almost 45% of the world's total plastic waste (Brook, et. Al,, 2018). From collective counting, China and Hong Kong become importers of 72.4% of the world's plastic waste originating from developed countries such as the United States, and other European countries such as the United Kingdom and the Netherlands. China utilizes an empty container system, that is, the export commodities brought by China to America are the remnants of the empty containers returning to China. These containers are then functioned to transport the backfill in the form of garbage (Launspach, 2018). This shows that for decades China has been the main support of the world's plastic recycling process, and on this basis a mutually beneficial relationship is born between the importer and the garbage exporter in a waste trading activity (waste trade).

Waste trade is considered an attractive business with minimal risk of environmental pollution because the garbage is merely disposed of in only one of the areas of the country (Allen, 2009). Two main factors that cause plastic waste producers to choose to export are; firstly*,* the country's territory can no longer process the increasing amount of waste production (Bernard et al., 2015). This is related to the different geographical conditions of the country respectively, so countries with small or narrow territories cannot to provide much space to collect garbage in one particular area. Secondly, the prevailing waste management system in a country is not effective yet. This encourages those countries to prefer to trade waste at a low cost, and obtain a great profit compared to self-processing which has to go through the stage of sorting waste to avoid contamination. Workers needed to do the sortings with lower wages are mostly available in the developing countries (Xinwe, 2011). For nearly 25 years, China has been importing plastics for production but eventually cannot control the amount of plastic waste it has. The plastic waste manufactured by domestic production and consumption, added with imported plastics make waste sorting workers in the hand sorting process be infected with various kinds of chronic diseases that arise resulting from the unhealthy environment from the garbage contamination (Lu, 2019).

The relationships that have taken place over the years ultimately have a negative environmental impact on China, until 18 November 2018 China imposes a ban referred to as the national sword. This regulation prohibits the import of certain types of waste, including plastic waste (Xinhua, 2018). This action triggered a great rejection from the industrial countries like the United States which alarms about obstacles to the world's garbage trade traffic (Miles, 2018). Based on Greenpeace data on the recycled waste shipping to developing countries increased in the Southeast Asian regions in the period 2016 to 2018 (Greenpeace, 2019). This phenomenon eventually brings a new event, namely the smuggling of plastic waste (plastic waste dumping).

With the enactment of China's policy, the exporting countries look for alternatives to the plastic waste problem. The European Union restructured the plastic productions and use formulas that have a higher

recycling rate compared to the previous type of plastics, and even increase taxes on the use of plastics (Reuter, 2018). Britain and the United States are looking for other countries that are willing to collect their garbage. Countries in the Southeast Asian region such as Thailand, Vietnam, Malaysia, the Philippines and Indonesia are targeted for alternative waste trading because it is considered to have a fairly low labor cost, and a legal system that is not too strict in terms of waste management (Reuter, 2018). The waste trade is currently being carried out by smuggling solid waste which cannot be recycled like household waste. The contaminated plastic waste is inserted into plastic waste containers and shipped to other countries with recycled plastic waste labels. This model of smuggling waste has a great loss effects on the importing countries, mainly the environmental impact if the knowledge of the recycling waste as the object of trade is unbeknownst. Cross-border waste trade has a fairly high risk chiefly in territorial waters or national borders (Birnie et al., 2009).

Waste smuggling has ever occurred in the Philippines. The Philippines has taken action several times on Canada related to the smuggling of waste since 2014 (CNN Philippines, 2019). The waste that is not a recycled product (municipal solid waste) is shipped together with the recycled plastic waste by using recycled plastic labels, and is let to pile up in the Philippines without efforts to withdraw back into Canada. On April 23, 2019, the Philippines' President, Rodrigo Duterte made a statement regarding the 'war' against Canada due to illegal trash smuggled into the Philippines (CNN Philippines, 2019).

Indonesia is also one of the main targets of the waste smuggling. The amount of Indonesia's waste imports had increased significantly from 10,000 tons per month in 2017, to 35,000 tons per month in 2018 (GreenPeace East Asia). In fact, in June 2019, Indonesia had to send back 5 containers of scrap paper waste mixed with plastic waste, with labels that are not in according back to Canada as the sending country (Damarjati, 2019). Until recently, the existing rule of the international environment law is not capable yet to accommodate the development of the occuring cases on the waste issues globally. The United Nations still does not have a special body which has the authority to give directions to cases related to the waste (Philippe Sands *et. al., 2012)*, so that the urgency of the world's needs for the implementation of legal rules relating to waste and the existence of garbage smuggling is very important.

Likewise in Indonesia, The waste trading activities are regulated in Law Number 18 Year 2008 about Waste Management and the Regulation of the Minister of Trade of the Republic of Indonesia Number 84 Year 2019 concerning Provisions on the Import of Non-Hazardous Waste and Toxic as Industrial Raw Materials. However, in its execution the law has not been able yet to create an implementation steps against the general principles of responsibility and is accountable for the detrimentally environment. This shows an indication there is a possibility for the occurence of irregularity in the future garbage shipment traffic, which is vulnerable to smuggling due to inadequate legal regulations in the Southeast Asian regions, and Indonesia in particular.

State Responsibility and State Liability Principles

There is a difference in understanding between the concepts of state responsibility the concepts of state liability. In *Black Law Dictionary* responsibility refers to an obligation to provide accountability for mistakes (West Publishing, 2009), while state liability principles is defined as a condition where the state has an obligation to assume responsibility for mistakes made legally based on certain legal rules (*Black Law Dictionary, 2012)*. State responsibility is a concept in international law which contains elements of state liability (Rahmadi, 1990). Responsibilities that emerge from the actions of a country contrary to international law, will become the responsibility of civil law (Huala, 1991). Every act that is charged with an error in a legal event can be held accountable. Accountability is a specific form of responsibility which refers to one's position or the legal entity assessed as having to pay a form of compensation or compensation for other legal subjects who suffers from unlawful acts (*onrechtmatige daad*) (Marzuki, 2016).

PARTIES TO THE STATE'S LIABILITY

Government

In waste smuggling activities, there are two parties who have the main role namely the state and private parties. This is caused by the existence of two legal relations created by the legal waste trade which is then used by certain crooks to insert/smuggle illegal garbage. First, the legal relationships between government and government in the context of legal waste trading to fulfill export-import waste commodities between countries. Second, the legal relationships between the private sector which carriy out export commodities to the waste importing country (private to government). Every country has the rights attached to its sovereignty. This has a logical consequence for the country to enjoy the rights it has without making reductions or violations of the rights of other countries (Hingorani, 1984). There are three characteristics in the emergence of a responsibility for the state, that is: [1] there is an obligation under international law between two countries; [2] there is an act or omission that violates the obligation;[3] there is a loss that arises from a violation or negligence of the law (unlawful act) (Shaw, 2008).

Violations of international law that cover all actions cause direct or indirect harm to other countries. For example, the breach of treaty, violation of territorial regions of other countries, or certain damage to an object in another country's territory (Shaw,2008). The state responsibility is an obligation to accept the consequences of an error, and the liability provides obligations to provide civil consequences due to the violations of the international law. Article 2 of the ILC Draft gives limitation to the classification of an action as an internationally wrong act; that is, the actions that occur are deemed liable to the state according to international law.

Hanqin Xue believes that the state is responsible for an event based on the doctrine of attribution, which states that there is a difference between actions taken by the private sector and actions taken by the state and the organs of the state as part of that country (Xue Hanqin, 2003). The state is said to be responsible for the consequences of an action because it has a will or decision to take or not to take action on an event. Out of responsibility leads to accountability, if it meets 3 (three) factors, namely (Xue Hanqin, 2003):

1. The state must have control over an activity, to be able to hold liablility to it;
2. Even if the violation is carried out by not a state organ (private sector) however, these actions are carried out under the supervision or approval of the state;
3. The state has an obligation not to allow actions originating from its country that can harm other countries.

According to The Basel Convention on the Control of Transboundary Movements of Hazardous Wastes and their Disposal 1992 (henceforth is called the Basel Convention), garbage shipments can be categorized as 'illegal' if the waste sent is not in accordance with the agreement between the exporting and importing countries. It is still sent without the knowledge of the importing country due to either misunderstanding or deception. In general, the entry of plastic waste and other waste, which is not in accordance with the provisions on waste, import originating from inter-state waste export-import activities. To carry out these export-import activities the importer requires a series of permits, documents, or ship manifests which must be informed to the exporter in accordance with the arrangements contained in The Basel Convention.

The International Law Commission in Article 1 of the Draft Articles states that; "Every internationally wrongful act of a State entails the international responsibility of that state," (*The International Law Commission, 2001)* every action that violates the law that is carried out by the state will impose international liability to the country concerned. The applicability of the ILC Draft this is indeed not included in the international legal instrument that is legally binding. But the existence of principles in the draft is binding on the subject of international law because it is recognized as the customary international law (Dixon, 1996).

For example, if an export company from developed countries like the United States is unable to supervise private companies that export, and then bring the impact of loss to Indonesia, then Indonesia can impose

accountability to the United States for these losses. The liability of the parties in the international environmental law, especially for the country, is an embodiment to the principle of good neighborliness and respect for the principle of state sovereignty which is present in international law.

Private Parties

In legal view, the company is considered as a legal person because it can have a set of rights and bears liability for legal actions, as long as its formation has an appicable rule of law, during which International Law has not recognized any accountability for the private sector. It causes loss due to a legal action by the state (Shaw,2008); except for activities that have a high risk of environmental pollution and are very dangerous (ultra hazardous activity) such as shipping crude oil through the sea, or the operation of a nuclear reactor (Doeker & Gehring, 1990). One of the main reasons for not holding accountability to the private sector is because the state has the sovereignty and responsibility to supervise activities carried out by the private sector.

Relating to the international and human rights violations, the principle of The Ruggie Framework is known (Martin & Bravo, 2017), developed by Special Representative General Secretary John Ruggie. The Ruggie Framework provides global guidelines to prevent the risk of high human rights violations and environmental damage due to business activities by transnational companies. The three basic principles are; 'protect, respect and remedy' and has been applied through the United Nations since 2011. In running the business, business people must not take a bribe, use violence, or cause damage to the environment which can result in the loss of community rights in order to get a good and healthy living environment (Alfia et al., 2018).

In the case of smuggling imported plastic waste in Indonesia, an investigation has been conducted by the Ecological Observation and Wetlands Conservation (henceforth is called ECOTON). Based on ECOTON's findings, there are 12 (twelve) companies that have indications of violations on the operation of importing plastic waste and are indicated violating the licensing of export-import waste activities (Mubarok, 2019). These companies are affiliated in the Indonesian Paper Pulp Association (APKI) among others; PT Ekamas Fortuna, PT Dayasa Aria Prima, PT Suparma Tbk, PT Pabrik Kertas Indonesia (Pakerin), PT Megasurya Eratama, PT Mekabox International, PT Mount Dreams Indonesia, PT Surabaya Mekabox, Pindo Deli, PT Indah Kiat Pulp and Paper Perawang, dan PT Fajar Surya Wisesa Tbk.

This form of smuggling can be said as a form of error or internationally wrongful act from the importing country. The implementation of accountability to the state can be applied to have a real direct impact to immediately stop the sustainability of smuggling the plastic waste into Indonesia by developed countries.

The ILC draft also regulates the forms of state accountability in Article 34, which states; "Full Reparation for the injury caused by the internationally wrongful act shall take the form of restitution, compensation and satisfaction…". Article 35 states that in the case of restitution, the state has the obligation to re-establish the situation before the loss due to acts of law violation that occurred and cannot be indemnity materially. An importing country smuggling garbage into the territory of the exporting country can carry out the re-export of waste to prevent further pollution in the territory of the waste exporting country. Compensation is a form of obligation for the state to compensate in the form of material. This can take the form of payment of all or part of the loss which factually arises from violations of international rules. In the case of compensation, the exporting country can impose the costs of re-export of smuggled waste to the importing country, or ask for recovery costs through material calculation against losses undergone by the accumulation of unregistered plastic waste, while satisfaction is a form of state obligation to provide an expression of formal apology.

International Regulations on Plastic Smuggling

The international regulation governing smuggling plastic waste is the Declaration of the United Nations Conference on the Human Environment or known as the 1972 Stockholm Declaration, United Nations Convention on the Rio Declaration of Environment and Development, 1992 or referred to as the 1992 Rio

Declaration, and Basel Convention on the Control of Transboundary Movement of Hazardous Wastes and Their Disposal or called the 1989 Basel Convention. In the Declaration of the United Nations Conference on the Human Environment, 1972, Principle 22 expresses that the states have an obligation to cooperate in developing international responsibility, especially in the field of compensation that occurs in the context of environmental damage. This basic principle should be the basis for the states to be able to accept the burden of liability for the losses that might arise due to the smuggling of plastic waste into the territory of the country as an importer.

Cooperation to carry out international responsibility can also be realized by forming an agreement to provide special arrangements regarding liability in the event of a violation in the delivery of waste. So far, there are still many countries smuggling garbage to waste importing countries, and this kind of action is a violation of international environmental law specified in the United Nations Convention on the Rio Declaration of Environment and Development, 1992. The violation also refers to some general principles of international environmental law namely (Soto, 1996), Principles of Good Neighborliness and International Cooperation, The Duty to Compensate for Harm, and Principle of Preventive Action.

Specifically, the principle of good neighbor or known as *sic uetere tuo ut alienum non laedas* banning countries from using their territorial regionss to incur losses for other countries (Sands *et al., 2012)*. The real implications that embody this principle are obligations to cooperate between countries to identify and investigate environmental issues, and avoid environmental damage. Clear and transparent information exchange is an important element in the application of this principle, although it cannot be absolutely applied given the limitations of state sovereignty.

The 1989 Basel Convention Article 6 states that the movement of transboundary waste shipments must heed the applicable rules that the importer must know clearly about the imported goods. In addition, this convention also requires guarantees from exporting countries to deliver waste safely and in accordance with the information sent. Article 8 of the Basel Convention states that when there is a move from hazardous wastes or other wastes across national borders that are not in accordance with the previously established agreement, then the exporting country has the obligation to return the waste to the sending country. So there is no reason for all countries in the future to continuously smuggle plastic waste and other non-recycled materials to other countries through the export of waste paper because it is included in the illegal acts as referred to in this convention.

With the increasing numbers of waste shipments to other countries, then there is a notion to amend the Basel Convention in 1997. The main purpose of the amendment is to ban the transfer of hazardous and other kinds of garbage from developed countries to developing countries (United Nations Environment Programme, 2019). This is performed with the consideration that developing countries are still unable to implement good management and recycling of waste in their regions, and it is concerned to have a negative impact in the future. At the Second Conference of the Parties to the Basel Convention (COP2) March 22, 1994 in Geneva, 66 countries have agreed through Decision II / 12 to ban all forms of hazardous waste exports from the Organtization of Economic Cooperation and Development (OECD) towards non-OECD countries which will be outlined in The Basel Ban Amendment.

Basel Convention Amendments are opposed by major industrial countries such as the United States, Australia, Germany, Japan and Canada, which have export and import interests in waste. However, other member states, which are still fighting for an amendment to this convention, hold the Third Conference of the Basel Convention by establishing Decision III/1 to enforce the ban, and is effective when a quorum ¾ of 87 (eighty-seven) member states ratifies. Croatia became the 66th country to fulfill the quorum and ratified it on 6 September 2019, so that the Basel Ban Amendment enters the entry into force stage on 5 December 2019, which is 90 days after the ratification quorum has been fulfilled (United Nations Environment Programme, 2019).

Indonesia through Presidential Regulation of the Republic of Indonesia Number 47 of 2005 concerning Ratification of the Amendment to the Basel Convention on the Control of Transboundary Movements of

Hazardous Wastes and Their Disposal further strengthens the foundation of national law, and still needs to be balanced with the existence of stricter arrangements in the level of national law regarding smuggling of waste.

National Regulation on Plastic Smuggling

Based on data from the Central Statistics Agency (*BPS*) in 2018, the peak of imports of plastic waste in Indonesia over the past decade reached 283,152 tons. Paper waste imports also increased. The paper waste which contained plastic waste increased from 2017 by 546,000 tons to 739,000 tons in 2018 (Adam, 2019).

The waste smuggling arrangements in Indonesia still refer to the Law Number 18 Year 2008 concerning Waste Management (Law 18/2008), the Law of the Republic of Indonesia Number 32 of 2009 concerning the Environmental Protection and Management Regulations, and the Regulation of the Minister of Trade of the Republic of Indonesia Number 84 of 2019 concerning Provisions on the Import of Non-Hazardous and Toxic Waste as Industrial Raw Materials.

Article 29 of Law Number 18 Year 2008 Regarding Waste Management stated that the act of inserting waste into Indonesian territory and importing waste is prohibited. Then, in the Environmental Protection and Management Regulations, Article 87 paragraph (1) confirms the existence of polluter pays principle imposed on the defendant as an environmental polluter as a form of accountability by using the principle of strict liability. But the Regulation of the Minister of Trade of the Republic of Indonesia Number 84 of Year 2019, has not regulate yet the re-export mechanism to return illegal waste that enters into Indonesian the territory.

Efforts to Overcome Garbage Smuggling

Referring to Article 9 of the 1989 Basel Convention, that waste, which is determined by the importing country as waste, does not meet export provisions, must be sent back to the exporting country within a period of 30 (thirty) days after the importing country provides notification to the exporting country to take back the trash, or carried out disposal of the waste according to the provisions in the convention. The exporting country must provide supervision and ensure that the re-export actions do not exceed the timeframe specified by the convention, and may not refuse re-export.

From various legal instruments such as Law 18/2008, the Environmental Protection and Management Regulations, and the Regulation of the Minister of Trade of the Republic of Indonesia Number 84 of 2019, the implementation of national regulations on waste has not been able to accommodate the systematic re-export measures for all illegal waste entering Indonesia. The three legal rules are in common namely the regulation of the division of tasks in terms of supervision and stipulation of legal rules for traffic activities and waste management that can be carried out by the central and regional governments. As an application of the norm, the government can impose sanctions in the administrative, civil and criminal spheres. Administrative sanctions in the form of; written warning, coercion, forced payment of money, license suspension and/or license revocation to the waste management party that commits the violation.

If there is a violation in the export import of waste activities, the Government through the Ministry of Environment and Forestry and the Ministry of Trade can revoke any Non B3 Waste Import Recommendation Letter and Import Approval of Non-B3 Waste that has been given to the importers proven to be smuggling garbage. Referring to Article 8 of the Basel Convention, the cost to re-export can be borne by the exporting country, which has been proven to smuggle plastic waste and it must not refuse, prevent or hinder the return of the waste.

The Minister of Trade of the Republic of Indonesia Number 84/19 regulates the Task Force on Waste Import Control Team in charge of checking documents and goods, as well as research and investigation of importers, and enacts policies that are deemed necessary to refuse the entry of plastic waste in Indonesia (Luthan, 1996). It also has the authority to handle problems and supervise the import of non-B3 waste in Indonesia. In addition, Indonesia can make updates to legal instruments to provide a clear definition, as well as mechanisms for imposing sanctions on parties which violate Indonesian environmental law, such as the

Environmental Protection and Management Regulations, Law 18/2008 and the Minister of Trade Regulation 84/2019.

Referring to the policy in the British Government, which currently has implemented a new mechanism regarding taxes related to the production of the use of plastic materials in early 2019. Starting in April 2022, the UK will impose a tax on any produced goods and imported plastics of which the composition consists of less than 30% recycled plastic. In addition to the urgency of the accumulation of plastic waste in the UK that must be addressed immediately. The British government applies the theory of responsibility to producers namely extended producer responsibility (EPR) a principle that puts producers to account for their production costs until the end of the use of each product issued, and to encourage producers to continue developing products with designs that are more environmentally friendly for reuse or recycling. This also needs to be done as a form of preventive effort for Indonesia to provide protection towards potential damage to the environment due to recycling and the accumulation of plastic waste that enters due to the export-import activities.

Legal Remedies for Exporting Countries

Based on data from The U.S Census Bureau, The United States has exported 78% of all plastic waste in 2018 to developing countries such as Malaysia, India, Vietnam and several other countries (Jambeck, *et al., 2015)*. According to David Nicholson, there are three types of environmental dispute resolution as efforts to resolve disputes in smuggling waste; the first is to use the authority approach, that is the use of sanctions stated in the legislation. Sanctions can also be in the form of criminal, administrative or civil sanctions as explained in the Environmental Protection and Management Regulations. Second, using the interest-approach, it focuses on achieving agreement between the two parties, namely negotiation or mediation. Third, use a right-based approach that is the use of third parties such as arbitrators, as well as institutions such as courts. All efforts to resolve the disaster are carried out to achieve environmental justice. Based on the perspective of private law, environmental justice has sided with the community in a state territory which is entitled to a healthy environment and life, s well as the right to receive compensation in the event of damage to the environment. Whereas based on the perspective of public law, environmental justice means the right to protect the public interest in a sustainable environment.

Referring to the Basel Convention, disputes that occur between parties to the convention arising from an interpretation or implementation of the convention clause must first be resolved through peaceful means or according to the choices and agreements of the parties to the dispute. If no resolution to the dispute is reached, the parties can submit the dispute to the International Court of Justice (ICJ) or the arbitration body. The role of the International Court of Justice in resolving disputes is passive, that the dispute must be submitted by the parties to the dispute (Nasser, 2018). As an implementation of the Basel Convention, The Secretariat of the Basel Convention is formed which is structurally under the auspices of the United Nations Environment Program *(UNEP)*. with the main function to assist the implementation of the Basel Convention, for example holding a meeting for the parties to the dispute, provide reports and information between countries relating to traffic in waste trade, and ensuring communication and coordination between convention member countries.

Efforts to Overcome Plastic Waste by Manufacturers

One of the factors causing smuggling of waste through the export-import waste paper is the existence of excess plastic waste production from a country. Companies producing plastic staple goods have not been able to apply the concept of environmentally friendly (Greenpeace Indonesia, 2019). There is a tendency to make a transition of plastic production to other disposable packaging materials such as bioplastics or even paper. As seen in 2018 McDonald's replaced plastic straws with paper straws for the UK and Ireland (Picheta, 2019): whereas the replacement of plastic raw materials into paper will cause environmental problems, namely, deforestation. Massive paper production designed as a substitute for plastic, actually cause the phenomenon of deforestation. Even with the presence of adhesive materials combined in the paper packaging, making paper products 'replacement' still difficult to recycle or decompose naturally.

Based on the results of research and audits conducted by Break Free from Plastic over 187,000 plastics from 42 countries in the world, Unilever, Coca-Cola, PepsiCo and Nestlè have been named in the top ten giant multinational companies that have become the world's largest plastic polluters (Alegado, 2018). Until now, these companies have not been able to take significant steps as evidence of environmental concern over the plastic waste crisis. Globally, plastic production and plastic burning in the world will produce carbon gas which is equivalent to 189 coal-fired power plants by the end of 2019 and even according to a report from the Center for International Environmental Law (CIEL), the world is expected to hold 12 billion tons of plastic waste by 2050 (*CIEL, 1989)*.

In the 2017 International Zero Waste Cities Conference in Bandung organized by the Global Alliance for Incinerator Alternatives (GAIA)*,* based on the results of investigations and audits of waste samples in Indonesia and the Philippines, there are ten companies that are the biggest polluters in Indonesia and the Philippines. These companies include; PT. Indofood CMP Sukse Makmur Tbk, PT. Unilever Indonesia, PT Mayora Indah Tbk, Danone Group, Wings Corporation, and several other large companies (*Global Alliance for Incinerator Alternatives (GAIA), 2018)*. To handle the plastic waste, 17 major cities in the Philippines used 87 million dollars in 2012. This figure is a form of useless allocation of funds for cleaning up existing plastic waste.

Danone Indonesia's spokesman, Ari Mujahidin, stated that one of the products under the auspices of the company is AQUA has carried out a "Wise Plastics" campaign using recycled materials for bottled mineral water products, and appeal to the public regarding the urgency of recycling of plastic waste (Dipa & Kahfi, 2019). Danone also stated that it has joined the Packaging and Recycling Alliance for Indonesia Sustainable Environment (PRAISE) along with five other large companies such as Coca Cola, Nestlè and Unilever. However, efforts like this take a long time and are ongoing to achieve the target (Greenpeace, 2019). The solution that plastics companies need to work on is the transition from the use of plastics, use of refill or reuse and gradual reduction of production volume, making it easier for the country to manage plastic waste in its area.

The Practice of Handling Plastic Smuggling in ASEAN Countries

Several countries in the Southeast Asia region are now becoming illegal shipping bins from developed countries, due to the mutually beneficial relationship between the importer and the exporter. But the benefits gained by the importing country are fading away due to the volume of illegal entry of illegal plastic waste is not controlled. Malaysia even has to re-export as many as 60 illegal plastic waste containers which has been piling up since 2018 because it is incompatible with the manifests and re-licensing of exporting countries such as the United States, Canada, the United Kingdom, and Australia (Chan, 2019). The waste shipment is charged to the importer in accordance with the Environmental Quality Act 1974 Section 34B.

The regulation in Malaysia has similarities with Indonesia's Environmental Protection and Management Regulations, by emphasizing absolute responsibility given to the importer which is proven to smuggle garbage into the country's territory. However, the implementation of the regulation has not been maximally implemented. While the State of Vietnam, has a waste management method that is still bad. The plastic waste that enters the country is only through conventional processing via garbage workers, and is done by washing and melting the types of plastics.

This kind of recycling process has a negative impact on the environment, in producing many pollutants in the form of smoke such as dioxin, furan, and polychlorinated biphenyl, and other chemicals which in the long run will have an impact on the environment. In addition, the plastic washing process, which is carried out using detergents also, has the potential to cause water pollution in a sustainable manner. In response to this, Vietnam stated that the country would not issue new licenses for importing companies in its territory, and will implement a total cessation of imports of plastic waste by 2025 (BBC News, 2019).

Efforts to tackle smuggling of waste can be done by making international agreements with waste exporting countries, especially in Southeast Asia to reinforce cross-border waste shipping traffic especially in the case of implementing accountability. So that it continually narrows the smuggling gap of plastic waste for Indonesia, and even create a better mechanism for global waste trading.

CONCLUSION

The state as a party has a supervisory function on all activities carried out both by private parties and by their institutional organs. It can be liable in the event of a loss to another country due to activities within its territorial scope. Cases of smuggling garbage can cause various negative impacts ranging from economic to environmental aspects. Therefore, the State as a subject of international law can be burdened with accountability for smuggling plastic waste that causes harm to other countries, in the form of restitution, compensation, and satisfaction. The state needs to take action to strengthen the rule of law for the problem of export-import of waste in Indonesia both internationally and nationally. Efforts to overcome the smuggling of plastic waste can be done by the government through various legal rules to provide protection for the environment that is within its sovereignty and the producers themselves as a form of commitment to maintaining environmental sustainability.

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Artículos

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Portrayal of Rohingya People: Discourse Structure Analysis

Retrato de la gente de Rohingya: Análisis de la estructura del discurso

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ABSTRACT

This study aims to reveal the portrayal of Rohingya people, in an article entitled "Myanmar Troops Systematically Gang-Raped Rohingya Women: a UN Envoy", published in The Jakarta Post. By applying qualitative approach to describe how language is utilized to portray Rohingya people, the data of this study were received from the official website of The Jakarta Post. The news article comprises two broad levels of discourse structure, which are global structures and local structure. The global structures analyze the global topic and the global schema of the news report. The second level is the local structure or microstructure.

Keywords: Discourse structure, portrayal, Rohingya people, The Jakarta Post.

RESUMEN

Este estudio tiene como objetivo revelar la representación del pueblo Rohingya, en un artículo titulado "Las tropas de Myanmar sistemáticamente violan en pandillas a las mujeres de Rohingya: un enviado de la ONU", publicado en The Jakarta Post. Al aplicar un enfoque cualitativo para describir cómo se utiliza el lenguaje para retratar a las personas rohingya, los datos de este estudio se recibieron del sitio web oficial de The Jakarta Post. El artículo de noticias comprende dos amplios niveles de estructura del discurso, que son las estructuras globales y la estructura local. Las estructuras globales analizan el tema global y el esquema global del informe de noticias. El segundo nivel es la estructura local o microestructura.

Palabras clave: Estructura del discurso, pueblo Rohingya, representación, The Jakarta Post

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INTRODUCTION

Since reformation era, Indonesia foreign policy still follows the constitution (Dharmaputra, R., Felayati , R. A., & Suhito, 2019). Meanwhile, media are the center arena for public debate (Eberl, Boomgaarden and Wagner 2015). However, Media is not neutral (Fisher, M. R., Dhiaulhaq, A., & Sahide, M. A. K., 2019), by choosing what news to cover (Baron, 2004; Ciang, 2007; Gentzkow and Shapiro, 2006; and McCarthy and Dolfsma, 2014). Media can influence people's opinion because media not only report the news but also create the news (McCarthy and Dolfsma 2014). It can be seen that media strives to distribute its tendency towards particular ideas through its news coverage (Pandin, Munir, & Sumartono, 2019). One of the media that is able to reverse public's opinion is about news media.

In the ASEAN Community (Putra, Darwis, & Burhanuddin, 2019), news media contains power to shape public's perception (Tsfati and Oren 2008). It has structure to showing and reporting implicitly. According to Pajunen (2008), the structure of news media is as an inverted pyramid. Van Dijk (1988a) states that the most important information must be at the beginning of news article. Rohingya crisis becomes one of the controversial issues that has received a lot of attention in local media and foreign media because the issue has not reached a long-term solution, one of the newspapers that published about Rohingya crisis is *The Jakarta Post*.

Rohingya is one of the ethnic groups living in Rakhine province in Myanmar. The plight of Rohingya has received international headlines, particularly starts with the denial of ethnic identities and rejection of their citizenship (Rahman 2015). The conflict became more intense, after the Arakan Rohingya Salvation Army (ARSA) launched smaller-scale attacks post-police in 2017 (South 2018). The Myanmar Army quickly unleashed a systematic murder, raped, burned and deadly campaigned of repression (Sutiarnoto, 2017).

News article about Rohingya crisis can be analyzed through its news structure by applying theory of Van Dijk (1988), namely Discourse Structure. There are at least three studies which have been conducted by applying Discourse Structure framework proposed by Van Dijk, such as Feng (2013), Amaliah and Syukri (2015), and Rofiliansyah (2018). However, Feng used broadcast news program which the theory of Discourse Structure is designed for analyzing print news. Therefore, he added one grand theory which is Discourse of Broadcast News proposed by Montgomery (2007). Meanwhile, Amaliah and Syukri (2015) analyzed the portrayal of Women and men politicians in Indonesia and Rofiliansyah (2018) analyzed Indonesia's position related to the South China Sea conflict and Harahap and Humaizi analyzed Islamic political parties in South East Asia (Harahap, H. I., 2019; Humaizi, Yusuf, M., & Sinaga, R. S., 2019). The current study analyzes the portrayal of Rohingya people within the Rohingya crisis, which is different from the three previous studies, and the current study will enrich the research on discourse structure in news report.

In the previous explanation, news media contains its structure in reporting and showing implicitly its tendency towards certain perceptions. To reveal how The Jakarta Post portrays Rohingya people within the Rohingya crisis, this study analyzes the news structure of news article by applying a theory of discourse structure proposed by Van Dijk (1988a), namely Discourse Structure.

Theoretical Framework

Van Dijk (1988a) in his book *"News as Discourse"* proposed a term called Discourse Structure that is characterized as an analytical framework for the structure of discourse that particularly relevant to a news report within a newspaper. It comprises two elements of structural description to convey how language is utilized in news report, global structure and the local structure or microstructure.

Global structure deals with global level or the overall segments of discourse (Van Dijk 1988a, 26). Van Dijk (1988) categorized the structures into two categorizations which are macrostructure concerning the global topic, and superstructure, concerning the global schema of a news item.

Macrostructure is not merely on the topic, but revealing the meaning of a whole text as well (van Dijk 1988b, 13). Van Dijk categorized macrostructure into five concepts; macro proposition; *macro rules*; degree

of subjectivity in determining the topic of a news item; summarized what is important and relevant for us (van Dijk 1985); and headline and leads express the most crucial information in a news item.

Superstructure deals with a schematic of discourse. Superstructure consists of Summary and Story. Summary includes headline and lead. Story is created by two elements; Situation and Comments. Situation is divided into two elements; Episode consists of Consequences and Main Event. Main Event is the actual situation that is being reported. Consequences, sometimes, perceive more crucial, than the Main Events. Thus, it is possible that Consequences of an event is the highest level topic in a news item. Furthermore, Background consists of Context and History. Comment consists of Verbal Reaction Verbal reaction is another element of news schemata, as important news participants by giving the comment.

Local structure or microstructure focus on the analysis of the local level of words and sentences that distinguished the meaning and its expression, such as word, clause, phrases, and sentence forms (Van Dijk 1988a, p.59). Local structure deals with semantic style, syntactic style, lexical style, and rhetoric style.

Semantic style deals with the meaning which placed in the local level of words and sentences. It includes the analysis of proposition, local coherence, and presupposition. Renkema (2004, p.85) stated that a sentence may have more than one proposition. Proposition in semantic style comprises a predicate and a number of arguments that may contain numerous roles. Local coherence deals with how the connection between sentences helps the reader to understand the meaning from the texts (Van Dijk 1988a, p.61). Van Dijk (1988a, p.63) defined presupposition as the arrangement of propositions assumed by the speaker to be known to the listener to be viewed suitable in context.

Syntactic style analyzes the special constructions, such as the use of active and passive voice and the roles. The role of active and passive sentences is as the agents or subject position of news actors in news text.

Lexical style deals with how the diction is used in news content. It reveals the formality and non-formality, the relationship between speech patterns and in this case, the attitudes or stance of a newspaper towards a specific issue (Van Dijk 1988a, p.81-82).

Rhetoric style is one of the ways to persuade and strengthen the specific information that wants to be shown to the reader by using language style. There are three strategies in rhetoric style. The first strategy is Direct Descriptions and Eyewitness. The second strategy is sources and quotations (Van Dijk 1988a, p.87). The last strategy is the use of the precise number (Van Dijk 1988a, p.87-88).

There had been several previous studies on discourse structure; Feng's study (2013), entitled "*National Voice: A Discourse Analysis of China Central Television's News Simulcast. News Simulcast"* is a flagship national news program in China. He found that *News Simulcast* broadcasted news with an authoritative national voice. However, he selected broadcast news program as source data. In fact, the theory of Van Dijk (1988) about Discourse Structure is designed for analyzing print news. Therefore, he added one grand theory which is Discourse of Broadcast News proposed by Montgomery (2007). Feng made some contributions to the issue.

Another study comes from Amaliah and Syukri (2015) entitled "*The Portrayal of Men and Women Politician in The Jakarta Post's News Article about Corruption Cases"*. The result showed that male politician portrayed powerful, respected, and high-status corruptors while female politicians portrayed less powerful and less respected corruptors. They selected four news articles, two articles covering male politicians and two articles covering female politicians. They adopted Critical Discourse Analysis which was proposed by van Dijk.

Further, the study was conducted by Rofiliansyah (2018) entitled "*Tribunnews Online Media Reports on Indonesia's Position Related to South China Sea Conflict: A Discourse Analysis".* She also selected two news articles from *Tribunnews* online newspaper. The first news article was four months away from the second news article. There was an absent category, which was the Background. However, she found that *Tribunnews* portrayed Indonesia's position inconsistently on two article reported.

METHODOLOGY

In this study, the data source was taken from the official website of *The Jakarta Post* online newspaper. *The Jakarta Post* is one of the national media in Indonesia written in English. Automatically, it distributed the target readers of the newspaper are different from Indonesian newspaper. The writer selected one news article reporting Rohingya crisis which was posted in 2017 by using purposive sampling. The writer selected the news article entitled *"Myanmar Troops Systematically Gang-Raped Rohingya Women: UN Envoy".* The news came from an Agence-France Press. The news article was posted on November 12, 2017.

There were four steps to analyze the news article through the use of discourse structure proposed by van Dijk (1988); identifying the words and the sentences which portrayed Rohingya people. Analyzing macrostructure by appointing the macro propositions of each paragraph in news article and applying the macro rules to reveal the global topics. Analyzing superstructure, it concerned with the schematic of news article. In analyzing scheme, the writer needed to discover the story and the summary of the news report. Story can be found in situation and comment, whereas summary can be seen from the headline and lead of the news article. Analyzing microstructure, it concerned more on the details of the news report, such as sentences and words.

RESULTS

Macrostructure

To obtain a global topic in the news article, it needs to determine the macroproposition in each paragraph by deleting the least information based on the macrorules. Here is the writer analyzes the macrostructure by applying the macrorules: (1) Myanmar soldiers "systematically targeted" Rohingya women for gang-rape; (2) It proven with many women and girls died.; (3) The pattern of sexual violence against Rohingya women and girls due to target the ethnic cleansing.

In this level, the paragraph boundaries are reduced. Regarding that, the first paragraph is the major paragraph that intends as a summary of the article, it allows the reduction of information in the next few paragraphs. Another point is that the sense of truth in the bad effects of the Myanmar soldiers' atrocities remains relevant. Further reduction of second level; finally yield the highest level of macrostructure of the news article (M3):

1. Myanmar soldiers systematically gang-raped Rohingya women and girls.

   In this level, only the major Agent (*Myanmar soldiers*), the main action (*gang-raped*) and the significant subject or issue (*Rohingya women and girls*) remain kept. It expresses that the headline of the news article in The Jakarta Post suggests the suitable macrostructure.

Superstructure

Superstructure deals with the schematic of discourse (Van Dijk 1988a). It comprises two categories, which is Summary and Story. Headline and Lead involve to Summary. Moreover, Story consists of Main Event, Context, Background, Verbal Reaction, and Comment.

Here, the writer analyzes the superstructure of the news article in the table:

Table 1 Superstructure of the News Article

Summary	Headline	Myanmar troops systematically gang-raped Rohingya women: UN envoy
	Lead	Paragraph 1
Story	Main Event	Myanmar soldiers "systematically targeted" Rohingya women for gang-rape... (par. 1)
	Context	"...during violence against the minority Muslim community..." (par. 1)
	Background	-
	Consequences	"....an exodus to Bangladesh" (par. 1) "...many women and girls died..." (par. 3)
	Verbal Reaction	Par. 1, par. 3, par. 4, par. 6, par. 8, par. 14
	Comment	-

The first category of superstructure is the Summary. Summary comprises two categories which are Headline and Lead. The headline is the title of the news article while the lead section is in the paragraph one. The Headline and the Lead are straightforward. As van Dijk (1988) argued, these elements contain the most possibility to show the main topic of a news item. Thus, in this news article of Rohingya crisis coverage in *The Jakarta Post*, what news is about is summarized in the Headline and Lead.

The next category is Story. The story involves the Main Event, Context, Background, Consequences, Verbal Reaction, and Comment. Van Dijk (1988, 57) stated that Headline and Lead may also feature the Main event due to their summarizing function. Main Event in this news article appears in the first paragraph. The next category in the article is Context. Van Dijk (1988, 54) mentioned Context may be attached in the Main Event which is often signed by previous event and the expression of the actual event. The information in the first paragraph that said *"...during violence against the minority Muslim community..."* is an example of Context because it indicates the previous event before Rohingya people take refuge to Bangladesh. However, there is no Background included in the news article.

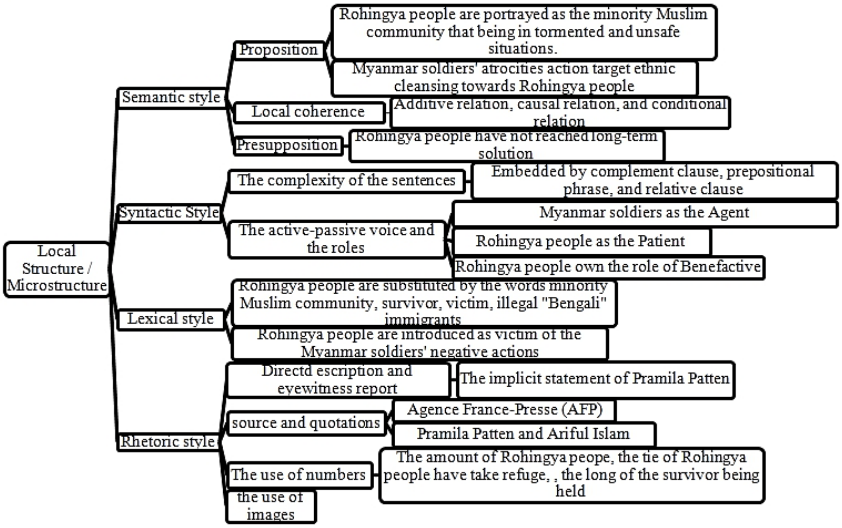
The Consequences is shown in the paragraph one and three. The Consequences, here, means they have had consequences rather than may have consequence. Therefore, the consequences are the seriousness effect of the Main Event. Furthermore, Verbal Reaction is expressed throughout the first, third, fourth, sixth, eight, and fourteenth. Most of them are taken from Pramila Patten and followed by Ariful Islam. The last section is the Comment which is also not appeared in the news article.

Local Structure (Microstructure)

Not all the sentences and words are being analyzed; it only involves the one which contains the portrayal of Rohingya people in *The Jakarta Post* news article. Below is the finding of microstructure of the news article

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Table 2 Microstructure of the news article



In the local structure or microstructure analysis, it analyzes the smaller unit of the news item, involving the semantic style, syntactic style, lexical style, and rhetoric style. In the semantic style analysis, the most dominant propositions are: (1) Rohingya people are portrayed as minority Muslim community that being in tormented and unsafe situations; and (2) the Myanmar soldiers' atrocities action target ethnic cleansing towards Rohingya people. The local coherence involves the three types of relation; causal relation, additive relation, and conditional relation. The news article suggests the presupposition that Rohingya people have not reached long-term solution. Moreover, the syntactic style indicates the Myanmar soldiers as the Agent of negative action and Rohingya people as the Patient. In the last analysis of local structure, rhetoric style, it applies all four strategies; direct description and eyewitness report, source and quotations from high-ranking members, the use of numbers, and image.

CONCLUSION

Drawing on the above analysis, it can be concluded that The Jakarta Post produces biased news in this case. The newspaper takes Rohingya people's side. It is expressed how it portrays Rohingya people as minority Muslim community, survivor, and refugees, that being in tormented and unsafe situation. The news article, thematically, that are being analyzed position Myanmar soldiers as the Agent while Rohingya people as the Patient of the Myanmar soldiers' cruel action. In the headline, it also has introduced the Myanmar soldiers, followed by the Rohingya women who received the role of Patient, and then the information source (*UN Envoy*). Therefore, both headline and global topic portrayed Rohingya women are in the tormented situation.

The categories of Superstructure express the portrayal of Rohingya people within the superstructure analysis. For instance, Context emerges to remind the readers what has happened to the Rohingya people, especially Rohingya women and girls, and then show the motive behind the action. Consequences are also attached to deepen the seriousness of the Main Event in which position the Rohingya people as the one's on miserable. Furthermore, the Verbal Reaction category contains the one-sided of the news article in reporting

the issue. Almost all of the Verbal Reactions appear within the statement of Pramila Patten, a UN Secretary-General on sexual violence in conflict. Here, the writer assumes that Pramila Patten takes Rohingya people side because she has visited the refugee camp of Rohingya people. Not only has that, with all of her statements, it can be assumed that Patten puts empathy towards Rohingya people.

Another Verbal Reaction also appears from Ariful Islam, a Bangladesh Deputy Permanent Representative; he also takes the side of Rohingya people due to his statement indicates his urgency to international community to protect Rohingya women. Considering that the choice of the speakers and quotations incline to be subjective (Van Dijk 1988a, 56). In addition, the participants are selected from the one of UN members which is the high-ranking members. Since the purpose of the establishment of UN for making the world, a better and more peaceful place (The New York Times 2018). Thus, it confirms the tendency of The Jakarta Post is in the Rohingya people.

In the level of microstructure analysis, it also distributes in depicting the Rohingya people as the minority, survivor, and victim, that being in a tormented and unsafe situations. Semantic style indicates that Rohingya people are still positioned as the minority, survivor, refugee, victim of the atrocities by Myanmar soldiers. They are also portrayed as illegal "Bengali" immigrants. However, this term is used by Myanmar to address Rohingya people. It is proven according to SBS that in Myanmar, Rohingya people are popularly referred to 'Bengali' rather than being recognized as their own ethnic group (Thein 2017).

The syntactic style of the news article introduces the Myanmar soldiers as the Agent. However, if high-ranking members are the major actor of the negative action, they incline to show less in Agent position (Van Dijk 1988a, 81). Conversely, in this case, the newspaper openly positions the Myanmar soldiers as the Agent of the negative action while Rohingya people as the Patient. Furthermore, Rohingya women own the role of Benefactive. Thus, it leaves out no doubt that The Jakarta Post here supports the voice of minority by opening up acts of atrocity committed by Myanmar soldiers against Rohingya people.

Furthermore, another fact is that The Jakarta Post also underlines the urgency to protect the Rohingya women and girls and end the violence. Through the lexical style section, the word Rohingya women and girls are preceded by the verb *'protect'*, and then the word *'violence'* is preceded by the verb *'end'*. In this sense, the newspaper wants to underline the long-term solutions for Rohingya people. In addition, in the lexical style, the actions of Myanmar soldiers are all about negative actions.

In the rhetoric style, it also reflects The Jakarta Post's tendency towards Rohingya crisis issue. It has been analyzed that the source of news is Agence France-Presse where it is still the accurate source. For the quotations, most of them are distributed by the statement of Pramila Patten and followed by the statement of Ariful Islam. In fact, it is involved in the headline as well. According to van Dijk (1988a, 87), without sounding too subjective, the use of quotations is suggested to create journalist's opinions. Thus, it expresses the tendency of the newspaper towards an issue. Then, it leaves out no doubt that The Jakarta Post to be one-sided in reporting the Rohingya crisis.

The analysis of macrostructure, superstructure, and microstructure distribute the portrayal of Rohingya people within Rohingya crisis issue in The Jakarta Post news article. They are portrayed as the minority Muslim community, survivor, victim, refugee, being in tormented, unsafe conditions that needs protection. Then, they are portrayed as illegal "Bengali" immigrants, but this term is used by Myanmar to address Rohingya people. In addition, the newspaper inclines to distribute the voice of minority Muslim community, or in this case Rohingya people to receive a long-term solution. It supports the minority with describing the atrocities of Myanmar soldiers' action and distributing the form of sexual violence and the involvement of sexual violence against Rohingya women and girls.

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Artículos

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Moral-Ethics-Belief Values Towards Indonesian Puppet (*Wayang Kulit*) Performance Arts

Valores de creencias éticas morales hacia el espectáculo de marionetas (Wayang Kulit) de Indonesia

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ABSTRACT

The study aims to discover the values of *Wayang Kulit*, puppet performance arts in Jogjakarta Indonesia. The study used a qualitative philosophical approach through literature and observational-field study. The results of the study discovered that moral-ethics and traditional belief are the source of central values that puppet show carried out to the spectators. The puppet show was not only attracted people's surroundings but give a chance of worldly pragmatics purpose of people. Values of moral-ethics, faith, and arts are harmoniously united without dominating each other.

Keywords: Belief, moral-ethics, puppet show, Wayang Kulit.

RESUMEN

El estudio tiene como objetivo descubrir los valores de Wayang Kulit, artes escénicas de marionetas en Jogjakarta, Indonesia. El estudio utilizó un enfoque filosófico cualitativo a través de la literatura y el estudio de campo de observación. Los resultados del estudio descubrieron que la ética moral y las creencias tradicionales son la fuente de los valores centrales que el espectáculo de títeres lleva a cabo a los espectadores. El espectáculo de marionetas no solo atraía el entorno de las personas, sino que también brindaba una oportunidad de pragmática mundana. Los valores de ética moral, fe y artes están armoniosamente unidos sin dominarse entre sí.

Palabras clave: Creer, espectáculo de marionetas, ética moral, *Wayang Kulit*

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INTRODUCTION

Human, natural, and creator relations are dynamic interactions from time to time. This dynamic relationship is wrapped up by the role of tradition in a culture that builds local wisdom and intercultural competence (Bertha & Hendar, 2019). The role, competence, and local wisdom presented in performance arts by artists can demonstrate the experience of value in each performance art (Pandin, Munir, & Sumartono, 2019) or in other human perspectives. Artists spread values, and faith through storytelling in the performance (Goodlander, 2018).

Performance arts are also a medium for channeling leaders and leadership messages and leadership strategies to the general public. Leadership models (Arrsyid et al., 2019) are hidden in the storyline and the cast of characters. The dynamics of the story illustrate the phenomena of society and community life that exist today, as well as the values conveyed to keep the values in the community maintained (Molinari, 2018; Christinawati & Pandin, 2019).

Indonesian puppet performance art is one of the artistic works of the Indonesian people inherited from their ancestors. Indonesian puppets are various, one of which is called Wayang Kulit. This Shadow Puppet is used to represent the characters that play a role in the story (Goodlander, 2018). Puppet performance arts are not only performed for profit (Widyastutieningrum, 2018), but also more on providing value education to the audience (Pandin, Munir, & Sumartono, 2019).

The puppet performance arts have two broad categories in axiology, first, talking about values in the beautiful and not beautiful categories, and second; explain values in the good and bad categories of human ethics-morals. Departing from puppet show, in the Cempuri area, Parangkusumo, it is found two categories of values both in Wayang Kulit performances and from the surrounding Wayang Kulit's performance. How is the value presented in the puppet show as an enduring cultural heritage? How is the value associated with the beliefs of people found in Cempuri Parangkusumo? This paper tries to figure out, both through observations and philosophical approaches.

METHODOLOGY

The research is a qualitative study which is using both methods of literature and field study. Data were taken from Parangtritis, Jogjakarta *Wayang Kulit,* or puppet show. The research procedures were data collection, classification, and interpretation. The data collecting was analyzing by the hermeneutic-philosophical method. The analysis procedures consisted of description, interpretation, and deduction-induction.

Since the research was a combination of a literature study and field study, then the literature study will carry out by inventorying philosophers about values in general, then is applied ethics, in this case, *Wayang Kulit*. This research was carried out through the following steps: data collection, classification of data, data that had been collected, and then classified, data analysis, the data that had been classified was analyzed, according to the hermeneutic method, which is to understand the value of *Wayang Kulit*.

RESULTS AND DISCUSSION

Description of field study findings as follows: tonight, a field study will take place. Tonight is Tuesday Kliwon night. The location of the Parangkusumo beach, in Jogjakarta. Upon our arrival was welcomed by the characteristic smell of incense. At the location, a student group from Indonesian Institute Seni Indonesia, Jogjakarta (ISI), had been gathered to perform a *Wayang Kulit* puppet show. After a brief explanation, research began to observe the situation.

The ISI student team began the puppet show with an introduction describing the environment of the Yogyakarta Palace, Merapi mountain, and the South of Java Sea, followed by a series of *Ciptoning Arjuna* scenes, and the Wiwaha play by Mpu Kanwa.

The spectators, young and old, focused watch the performance. They were listening to the puppeteer. Some spectators were starring and smoking a cigarette as an expulsion of the chill of the beach. The audiences have expressed their body position. Mostly they were sitting, standing, or even lying down.

Besides the puppet show activities, there are also other ritual activities, which are around Cempuri near the Beach. The location is the existence of *selo gilang* was explained as a meeting of Nyi Roro Kidul as the ruler of the southern Java sea and Panembahan Senopati. This meeting established the first Mataram kingdom. People bring offerings of flowers and incense or candles to the Cempuri location. What is unique about this location is the stone with the form of a seat. There is another small stone. The stone symbolized a uniting between the possessor of the South Java Sea with authority, which is the forerunner of the first king of the palace. The person who brought the offerings was received by the officer, and then they were invited to perform their rituals.

The offerings presented to the two stones are then followed by a ritual of meditation. Meditation is called *Semedi*. There are various poses. Some are sitting, sleeping, or sitting on the edge of the sea overlooking the southern sea. Most people gather at Parangkusumo beach. By observing, approximately 35 percent of people performed rituals, 50 percent of people enjoy puppet shows. The remaining 15 percent are looking for "worldly allurement" activities.

In the beginning, the puppeteer opened with describing the environment of the palace, the mountains of Merapi, and the southern sea. The imaginary point between Mount Merapi, Yogyakarta Palace, and the South Sea is a sacred line as well as a unique attraction, both in wayang and the lives of the surrounding community.

Art and moral-ethics

It cannot be denied. There are many moral values in the *Wayang Kulit* puppet show. Understanding 'moral' means a mental condition or feeling that is represented as an expression or act. The matter of representation is what connects art and moral issues. The history of the problem of the relation between art and moral values has been long discussed. The problem does cover not only the question of how 'moral judgments apply to art' or works of art but also the issue of 'moral judgments of art.' In the aesthetic view tradition that prevails until now, two poles are often positioned as opposing attitudes. Especially through the development of the principles of art and the creation of art, which are then considered to have an autonomous attitude, the belief develops that moral judgments about art act independently from moral judgments about life experiences and practices.

Art is considered to have its moral territory, and can only be tested in its unique way. This view is called the 'nominalism' attitude, supported by 'nominalists,' who developed especially along with the growth of the principles of modernism in art. A more 'traditional' view, referred to as a 'utopian' attitude; and the 'utopians' assume that art morals are related to the development of values in life experiences.

One illustration of the complexity of human culture is the fact that art has now been regarded as a symbol and ally of goodness, and now as an enemy. This paradox can be explained by making a difference between ethics and moral viewpoints about behavior. From one point of view, both belonging to all, creative free actions that look towards individual growth and happiness; from another perspective, consisting in conformity with the law, convention, and custom.

The development of perceptions about art and morals, as well as the links between the two, in various manifestations of works of art, shows that the two are implementations of attitudes that are culturally applicable. Perceptions of the values of art, morals, and freedom apply in different variants of cultural practices, all mixed and contain a framework of values that applies in general as well as specifically, universal also personal, global, but also local. However, at the very least, observations on the sensitivity of artistic

expression that shows a general perception that states that art, as long as one considers it important, will always apply to the values of freedom.

Values of virtue and virtue are generally accepted manifestations in Indonesia, stating that one's life beliefs about the meaning of life that should be lived by everyone. The representation of works in this way conveys, both directly and indirectly, moral issues as a direction of referencing meanings that can be explored in works done by artists. The assumptions that underlie the work of these works place certain moral reasons or answers as a basis for extracting the meanings of the problems that attract and challenge artists to face.

A work of art is a combination of thoughts and sympathetic feelings. It does not only stir emotions and passion but is a tool for their insights. It is characteristic of art critics who hold fast to moral norms, in their zeal to find the motive for punishment, to ignore this element of reflection.

For morality, freedom must be a choice. The good must know alternatives or not good. Only those who already have a wrong tendency will be damaged by imaginative sympathy with passion, a character who cannot resist such influence as has been corrupted. Life itself is a great temptation. How can one who cannot see calmly over statues and drawings fail to be tempted by living men and women? If humans can reject suggestions that originate in their lives, they can certainly withhold those from art. The purity of only the mind is not as valuable as the insight into the whole life that art freely provides.

Nevertheless, apart from aesthetic culture, there is no rational morality, to give birth to imaginative sympathies with individual diversity. Without the morality of imaginative sympathy, it will always be rude, cruel, and expressive of the needs and feelings of some special kind that sets out to reform or regulate the world of art is useless because it will not prepare a banquet, build bridges, or help to run a business enterprise. The artist is despicable because he cares more for art than for the things of the world, because whatever worldly values are to be respected.

Most of the best art has been produced by poor people who have never dreamed of the price to be paid for their work when they are old or after they die. This price does not represent the consumption of labor and capital from society, but only the transfer of wealth from one person to another. Even when an artist is paid a large amount for his photo or opera or play, this amount does not represent their real costs, but only what they can command in a market controlled by wealthy consumers. The real cost of original art is minimal - just enough to keep the artist in freedom for his work, because he will still produce it without huge incentive rewards.

No complex social life can be maintained based on the principle of strict mutuality, and certainly, no system is in place to preserve the diversity and spontaneity of human interests. Only the level of regimentation of human life according to the average desires of the masses, which is impossible, will destroy the more intellectual and refined types of art, and, in the same way, speculation and higher education are interested. Higher culture has survived many revolutions; it will survive in the coming years.

Art and faith

Art is a culture that enriches the soul. Faith is an expression of faith, not knowledge; like religion, they are interpretations of life-based on aspirations, not on evidence, and through them, men secure the same type of re-enforcement of the motives, courage, and consolation that they obtain from a doctrine called religion.

Religion and art turned out to be two very closely related. The relationship between religion and art concerning human behavior. One can convey God's language more universally. The art of explaining mythology, cosmology, ontology, and even theology. From art, one can also see something related to the personal life of the artist. The link between art and religion can be stated as follows: (1) Religion requires embodiment in terms of objects and actions, both to express and evoke religious emotions among followers of a religious belief so that religion is truly felt or lived by humans; (2) The ability of an object or action to express or evoke religious emotions rests on the symbolic power possessed by that object or action.; (3) The symbolic power of an object or religious behavior rests on the system of human belief in the existence of the Almighty; (4) The ability of an object or behavior to arouse or express religious emotions is basically in harmony

with the enchantment possessed by art objects or behavior,; (5) The charms possessed by religious / art objects or behavior are the effects of the application of a certain technology (technique) on the material.; (6) Therefore, religious objects or behaviors overlap and correlate with art or behavior. (7) Differences shifts in the response (transition) to the phenomenon, behaviors, arts, or religion occur because of the ongoing transit that is changing or shifting the context of the existence of the phenomenon in question.; (8) The shift can take place in two directions: from art to religion, and vice versa; there can also be a shift towards merging which does not negate each other (as well as religion and art).; and (9) These contexts include both the public (communal) and personal (individual) contexts.

Talking about the phenomenon of religion and art is very interesting because of the close relationship between the two. Art or art is a manifestation of human culture (torture, taste, intention, intuition, and work) that meets aesthetic requirements. Art in primitive societies is an expression of their beliefs. Ancient societies that have advanced, such as the ancient Egyptians, have been able to produce pyramid works, obelisks, Spinks, paintings, and Hyeroliph letters. Pyramid, corpse storage, caves made in such a way that it is a wonder of the world until now. Such success is driven by the belief that there is life after death. Churches and devotional songs in Christianity are the appearances of architectural and sound artworks that are born by the religious understanding and sense of the adherents. Thus, it is clear how the art of a religious community is none other than their religious expression. A religious group also has different art from other groups.

Art is a part of life itself. Thus, the question "art for what?" It is the same as "living for what?" the purpose of art is the same as the purpose of life itself. The goal of every Muslim's life is spiritual and material happiness in the world and the hereafter and a blessing for all nature under the auspices of Allah's good pleasure.

Judging from its function, then art is a medium to be grateful for God's blessings. All biological materialist appearances from modern art are inseparable from their relation to "religion." The art of secular society is produced by their "religion" called materialism. Materialism is believed and believed to be the only truth. Material and physical is something that is very important and dominates the life of modern society so that vulgar art is born.

In other words, without realizing it, entertainment and art have been contaminated by the luxury and culture of hedonism, especially in terms of aesthetics that are beautiful and upright. Maybe some people with extreme thoughts agree with their surly attitude, wrinkled forehead, scary looks, and hard people, hopeless failure, or stuttering. However, this bad personality is not from religious teachings. That is, they are obliging the bad character in the name of religion. While religion itself does not command it, it is their perception that is wrong.

Opposite of the above characters are people who are freely indulging in their passions, where their lives are filled with entertainment and pleasure, confusing between the prescribed and prohibited, between the halal and haram. They are all permissive and exploit their freedom, spread covert, or blatant error. Everything is in the name of art or refreshing. They forget that religious law does not look at the name tag but on its essence. Furthermore, all of that depends on what is intended. It is a matter of fact, if God is an artist and judge, he will welcome to heaven not only those who have lived well but also those who have lived beautifully.

Finally, in a subtle way, the influence of art, but still indirect, can influence practical actions more concretely. To be quiet, humble, when constantly being watched, a work of art will change the background values of the springs of action. Beliefs and sentiments declare to be accepted not only for the moment, aesthetically and playfully, but for always and practically, they will become part of our nature.

They are most effective when beautiful, as beautiful legends of Christ and Buddha, and they function with the sympathetic transference of stories for believers. Even when they are no longer accepted as true, their influence can endure for their values, without coercion. Moreover, although as an interpretation of life-based on religion, faith is sure to be eternal, special forms that may be all fictitious, with which each particular religion is destined to pass from the realm of faith with art.

The value in *Wayang Kulit* show

Wayang Kulit performing arts contain the values of the teachings of life. These values can be found in the plays performed by the puppeteer. Moral teachings in *Wayang Kulit* are directly displayed through puppet figures. Is that the critical attitude and responsibility, as well as the good or bad character represented by the puppet characters earlier.

In puppets, the value is wrapped in the elements of puppet elements. For example, the *Nem pathet* illustrates the immature state of the soul, the pathet that symbolizes the soul that experiences disharmony because of its development experiences tension, and the *pathet mayura* that symbolizes the development of mental maturity.

Furthermore, the development of puppets gave rise to colors that had blended with nature and the progress of the surrounding community. Puppet is no longer seen as a Hindu cultural heritage but also can be found syncretism of cultures such as Islam-Hindu culture. This syncretism can also be seen in the meaning of values mixed with local beliefs, or it can also be found in the pragmatism attitude, which is a hedonist.

CONCLUSION

Based on the results and discussion, it can be underlined that religious values reflect in the art of *Wayang Kulit* performance. The values are brought by *Wayang Kulit* show stories, specifically through the actions, behavior, and actions of puppet figures. The virtues and simplicity of the puppet characters show how the audiences must behave. In *Wayang Kulit*, the values also provide a framework on how to meet the interpretation of world life. In the results, we can feel the syncretism. People perform while being supported by the plays that are offered in puppet shows. The values are sublimated in the plays played in the puppet show.

These noble and spiritual values do not stand alone. There is also a practical economic value that adds to the lively puppet shows. Spiritual values are enveloped in worldly favors. It is truly a "harmonization" of mutual benefits, both spiritual and physical. However, these values contrast with one another. The phenomenon is very paradoxical, and that is a man and his life.

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ARTÍCULOS

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Linguistic Diversity of Multicultural Cities on the Materials in Barcelona Ergonyms

Diversidad lingüística de ciudades multiculturales sobre los materiales de los Ergónimos de Barcelona.

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ABSTRACT

This article provides an overview of studies dedicated to the current state of the research of ergonyms, their classifications, functions and the analysis of language diversity that forms the ergonymy of Barcelona. Linguistic landscape is formed under the influence of social processes, thus being an indicator of the language preferences of the population. The formation of ergonyms belonging is a continuous process due to the socio-economic changes taking place in society and, above all, due to the integration with the economy, culture and the influence of other extralinguistic factors.

Keywords: Communication, culture representation, ergonymy, identity, language image.

RESUMEN

Este artículo proporciona un análisis de los estudios dedicados al estado actual de la investigación de los ergónimos, sus clasificaciones, funciones y el análisis de la diversidad lingüística que constituye la ergonomía de Barcelona. El paisaje lingüístico se forma bajo la influencia de procesos sociales, de este modo representando un indicador de las preferencias lingüísticas de la población. La formación de ergónimos es un proceso continuo que se ha vuelto notablemente más activo en los últimos años debido a los cambios socioeconómicos que tienen lugar en la sociedad y, sobre todo a causa de la integración con la economía, la cultura y la influencia de otros factores extralingüísticos.

Palabras clave: Comunicación, ergonomía, identidad, imagen de la lengua, representación de cultura

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INTRODUCTION

The social, economic and cultural changes, which have taken place for the last few years, have triggered the development of international cooperation and led to the expansion of spheres of functioning of separate languages. The stream of new goods and the names designating them has increased. In modern cities some new commercial and social institutions have appeared, such as public funds, medical institutions, travel agencies, business organizations, shops, etc. as well as the signs corresponding to them. Expansion of economic and cultural relationship has led not only to emergence of new institutions, but also to the borrowing of foreign languages lexicon and close mutual influence of languages while nominating the above institutions.

Linguistic landscape

For the description of language mutual influence of daily existence of languages in a multiethnic city, a number of scientists use the term "LINGUISTIC LANDSCAPE" which is understood as graphic representation of different languages in public spaces of the multilingual cities. The linguistic landscape of cities is formed under the influence of a number of social processes and is presented by street names, place names, ergonyms, etc. One of the components of a linguistic landscape which brightly and most dynamically shows changes in mutual enrichment of languages and language preferences of the society is ergonymy, anaxiologically marked set of public and commercial signs (Solnyshkina, Ismagilova, 2015, 35). Ergonyms as proper names attached to business associations of people, such as unions, organizations of establishment, corporations, enterprises, societies, institutions, circles are the most dynamic elements of a linguistic landscape and brightly reflect linguistic preferences of the population. Groupings of ergonyms as artificial names created by individual or collective nominators with the purpose of reflecting the parameters of the nominated referent we shall call ergonymy (Solnyshkina, Ismagilova, 2015, 35-37). In general, ergonymy is a vivid indicator of cultural values of the population and national identity of the people living in this territory. Depending on quantity of the languages dominating in the ergonymy of the city, in modern linguistics are distinguished monolingual and polylingual ergonymy. The former in the ergonymy in which the leading role belongs to one language, the latter is the one in which we find language means of two and more languages. In the same way monographic and poligraphic ergonymy is differentiated.

With Keyt Torkington, research of a linguistic landscape is connected with language in its written form, in the public sphere; a language which becomes visible for everybody through texts, such as billboards and other state signs. The author gives the following definition of the term of linguistic landscape: "linguistic landscape is association of all language markers which are present and thus designate public sphere, thereby linguistic landscape is that ‘stage’ on which public life takes place". The texts making a linguistic landscape can be monolingual, bilingual or multilingual, reflecting variety of the language groups, which are present in this territory or region. The linguistic choice is shown in the public sphere. Therefore, it serves for indexation of wide social (and state) attitude towards different languages and their speakers (Torkington, 2009).

The linguistic landscape is realized in public space of settlements and can be metaphorically presented as a mosaic of languages, which are used for texts on signs, inscriptions on public buildings, in street advertising, road signs, indexes, plates etc.

In works of modern researchers, methods of the description of linguistic landscape have been developed and tested. P. Bakhaus and B. Spolsky's contribution who considered linguistic landscape as a system of the interconnected graphic elements is especially considerable. The scientists have also carried out comparative analysis of linguistic landscapes of a number of cities and revealed comparison constants: language policy of the region (city), graphic system(s), ways of formation of names, structural and linguistic parameters, semantics of the naming of city institutions, functional parameters of names (Backhaus, 2007).

The linguistic landscape is formed under the influence of public processes, thereby being the indicator of language preferences of the population. Modern researchers recognize that linguistic landscape gives a vivid image of the real-life ideas of multilingualism in minds of the population. As R. Laundry notes, multilingualism

and globalization are the major factors influencing formation of a linguistic landscape of the multiethnic city (Laundry, 2007). Active changes in political and economic, social and cultural spheres of various countries of the last decades have resulted in the formation of the world socio-historical space. Integration in various spheres of activity was the result of active international cooperation, and cooperation at the international level became the reason for close interaction of representatives of different cultures. Nowadays in modern science there are points of view according to which it is considered that close cooperation promotes blurring of borders of national identity, borrowing of not only foreign language words, but also of foreign traditions and customs, which is not always justified (Kondrateva,Sabirova,Plotnikova,2018). It is considered that active borrowing of foreign culture objects, concepts and even behavior stereotypes and also of appropriate language means finally leads to universalization of languages and cultures.

Globalization of the linguistic landscape

Currently "globalization" is understood in three meanings: as a constantly going historical process of expansion of spaces of interaction among people, states and cultures; as a general universalization of the world and the movement to the uniform political and economic and cultural world; as openness of national borders in the sphere of economic influence" (Grevtseva 2008, 147).

According to Shustova (2011) one of the leading factors of globalization is linguistic globalization, which is expressed in the need of people to be fluent in one or several foreign languages. Expansion of international contacts and promotion of international projects has become a boost not only to expansion of cultural borders, but also to development of the concept of 'competitiveness' in labor market and, as a result, foreign language skills have become one of the advantages in such competition.

According to Robertson R., nobody can produce things on a 'global' scale. "Companies which make and sell the products on a global scale, are forced to develop local communications, improving their products in local conditions and withdrawing raw materials from local cultures" (Robertson, 1990).

According to Kiptilo E.A., the global cannot exist without the local for the following reasons: 1) Any action is performed always to some extent locally as people are accurately localized in space and time; 2) The global is shown only in specific local practices and phenomena, gaining value within specific local conditions and realities; 3) The way of perception and interpretation of processes and phenomena will always be to a greater or lesser extent caused by local conditions in which this perception takes place. At the same time the local cannot exist outside the global (Kiptilo,2002, 101 – 104).

In order to manifest this trend during the globalization era, R. Robertson introduced a new term - glocalization. According to him, glocalization is a widespread variant of globalization shown in the ability of top trends in the sphere of production and consumption of universal goods to reincarnate in regional forms (cited from Skinners, 2005, 111). The glocalization finds its reflection also in a linguistic landscape of multiethnic cities and is reflected in transformation of foreign language names into names with a regional component. Processes of globalization and glocalization actively influence the formation of the linguistic landscape of a multiethnic city.

ERGONYMS OF MULTIETHNIC CITIES

In this work we consider ergonyms as the main component of the language of a city or of "the linguistic landscape of a city". The development of problems of ergonymy in Russian linguistics dates back to the middle of the 20th century in the works of such researchers as B.Z. Bukchina, G.A. Zolotova, S.A.Koporsky and others. The term ergonym was introduced in 1978 by A.V. Superanskaya who defined ergonyms as "names of a special onomastic row in spite of the fact that they sometimes are very close to toponyms, serving as bases for them" (Superanskaya 1973). Many authors, considering questions of ergonymy, are guided by the term suggested byPodolskaya N.V. By her definition, the ergonym represents a proper name of a business

association of people, including union, organizations, institution, corporation, enterprise, society, circle (cited from Vayrakh, 2011).

Barcelona is a city with an extremely developed sphere of tourism, both internal and external. With the population of 1 628,090 people, in 2011 Barcelona was visited by 1 943,175 tourists from other cities of Spain that by almost 300,000 exceeds the population of the city, and 3 394,678 tourists from different countries of the world that exceeds the population of the city by more than twice. The present language situation has led to attempts to force out the Spanish (Castilian) language from public life. In Catalonia, for example, along with Castilian, the state language is Catalan. The Catalan language, as well as Castilian, belongs to Occitan-Romance subgroup. In 1983 the law which secured for the Catalan language the status of the second state language in the territory of this province was adopted. This law stipulates teaching in Catalan along with Spanish in the system of secondary and higher education, maintaining in this language the office-work at the level of local government, its use in mass media. Now the Catalan language is used in four European states: Spain where it is extended to the territories of the following autonomous communities: Catalonia, Valencia and Balearic Islands, Andorra where it is the only official language, France, in five regions in the east of Pyrenees, Italy, on the island of Sardinia, the province of Sassari. According to the 2007 data of the Secretariat of language policy of the government of Spain, the Catalan language is spoken by about 11 million people in the world.

By random selection of three central streets: *Carrer de Roger de Llúria*, *Carrer de Mallorca*, *Carrer de Còrsega*, the number of various enterprises on which varied from 43 to 58, and thirteen peripheral streets: *Carrer del Dr.Trueta*, *Carrer de la Ciutatd'Asuncion*, *Carrer de Coïmbra, Carrer de Porto*, *Carrer de Lisboa*, *Carrer del Tajo*, *Carrer d'Eivissa*, *Carrer de Ramon Miquel i Planas*, *Carrer dels Quatre Camins*, *Carrer de Dante Alighieri*, *Carrer de Caracas*, *Carrer* , *Carrer de Lloretde Mar*, where the quantity of examples of ergonyms on one street varies from 4 to 27 the linguistic and semantic analysis of the ergonyms of Barcelona was carried out. The total amount of collected material was 308 elements of the ergonymy of Barcelona – 156 ergonyms of the central streets and 152 of the peripheral ones.

On the central streets of Barcelona studied by us in this work the following quantity of ergonyms was investigated: *Carrer de Roger de Llúria*-43, *Carrer de Còrsega*-55 and *Carrer de Mallorca*-58. The total number of ergonyms was 156.

Thanks to such units of language as ergonyms we can track the distribution of influence of the language which is established in this city of Catalonia seeking to prove its independence, introducing its national Catalan language into wide use. The data that were obtained during this research and which will be considered by us further all speak of this fact.

Dominant languages of the ergonymy

The collected material shows that the ergonymy of Barcelona on the central streets is presented generally in Catalan (nearly 36% of the quantity of all ergonyms of the central streets). The situation with a large number of English names in the city is quite clear. The large tourist cities can't avoid use of language of international status worldwide. Of course, many signs in the Catalan and Spanish languages will be clear to tourists as all these languages have the common original Latin and belong to the Romance group of languages: *supermercat* (Catalonian) – *supermarket* (English); *oficina* (Catalonian) – *office* (English).

However, the English signs are the phenomenon corresponding to the century of globalization and developed international relations. The ergonyms in English are generally names of institutions of public catering: restaurants, cafes, bars – that is the main places visited by tourists. 16 names out of 30 are written only in English (*Grawler&Beer Market, The Singular Kitchen*), in other cases as a part of ergonyms there are words in English in word combinations in the Catalan/Spanish languages, most often English serves as the translation of functional lexis for tourists: *Mírame* (*lashes&brows*). Also we found examples of ergonyms in English which have an explanation in Catalan: *Standing Tours (Agència de viatge*s).Ergonyms in Italian –

Trattoria Italia ("Trattoria (type of Italian restaurant) Italy"), *Why? Piccolo cucina italiana*("Why? small Italian cuisine") and anergonym in French – *Déjàvu restaurant* (Restaurant "Already seen (literally)") reproduce attractive, advertising, nominative and esthetic functions, distinguishing these institutions from others. As it was already mentioned above, Barcelona is one of the most frequently visited cities of Europe therefore the names in languages which are native for tourists from Italy and France are a good commercial step directed at drawing attention and creating "home and cozy atmosphere" for tourists from these countries. Besides, it is possible to note the fact that all three institutions are again institutions of the general food which, perhaps, specialize in cooking Italian and French dishes.

Producing bases of the ergonymy

When studying ergonyms according to their derivation bases, in this research it was revealed that on the central streets of Barcelona ergonyms whose derivation base are ANTHROPONYMS (26 examples) have the greatest prevalence (*Tomas Domingo The bikehouse, Lina, Reparació del'automòbi IJ.Vila, O'Grovebar-cervecería, Espardenyes Rosa Maquijera* and others). On the second place were the toponyms (23 examples) – *Barcelona Gaudi souvenirs, Olé Mallorca, Nationale Nederlanden, Trattoria Italia* and others), then go the other categories of onyms which became the derivation bases for the names of the city trade, administrative, etc. enterprises: PRAGMATONYMS – 7 examples: *Kodak, Swarovski, Hamamatsu motor Suzuki* and others, ZOONYMS – 2 examples (*Centrecan Còrsega, Bar Restaurant Can Massana*), COSMONYM – 1 example (*Luna supermarket*) and PHITONYM – 1 example (*Viola!*). But they are presented not in such large numbers as the most widespread types of onyms in general – there are proper names of people and geographical objects.

We have also analysed the ergonyms of 13 peripheral streets: *Carrer de Ramon Miquel i Planas*,*Carrer dels Quatre Camins*, *Carrer de Lloret de Mar*, *Carrer de Dante Alighieri*, *Carrer de Valldaura*, *Carrer del Dr. Trueta*, *Carrer de la Ciutat d'Asuncion*, *Carrer de Coïmbra*, *Carrer de Porto*, *Carrer de Lisboa*, *Carrer del Tajo*, *Carrer d'Eivissa*, *Carrer de Caracas*.

Considering the derivation bases of the ergonyms, it should be noted that functional lexis prevails also as part of the ergonymy of the peripheral city streets. The number of names which represent only functional lexis isn't so high- 7 examples. They belong to various commercial enterprises and are most often written in Catalan: *Tabacs* - tobacco, *Farmàcia* – drugstore, *Peixateria* - fish shop. In addition, there are names constructed on the combination of functional lexis and proper names – 32 examples: *Condis supermercats* (supermarket Condis), *Otonauto escoles 8* (Driving school Oton8), *Lo Covo café &bar restaurant* (cafe-bar-restaurant *Lo Covo*), etc. This way of nomination is the most widespread.

The most widespread bases for ergonyms are antroponyms, the situation is the same as on the central city streets. Mostly these are catering establishments: *Taverna Miquel, Bar Cervecería Jose*, but also there are other types of organizations: *Autoservicio Felipe* (*Felipe* car service).

In addition, some graphic features of the peripheral streets ergonyms should be noted. As different from the variety of symbols encountered on the central streets here only ampersand was present: *Solmanía Sun&Beauty* (in the other ergonyms the Catalan preposition *I* was used (5 examples) – *Lafortuna café i bar, Psicologia Infantil I Juvenil* etc., as well as the sign "+": *Movistar+ServicioTécnico*.

The above analysis allowed us to come to certain conclusions which are presented further.

CONCLUSIONS

The language situation in Catalonia, naturally, has its reflection in the ergonymy of the capital of this autonomous region, and the ratio of the Catalan and Spanish languages with the advantage towards Catalan (34% and 14, 9%). However, it is necessary to note that the quantity of ergonyms in English almost coincides with quantity of the Spanish ergonyms and even exceeds it by one unit.

According to the data obtained by the quantitative analysis, the number of ergonyms in Catalan is rather

big both on central and peripheral city streets (56 of 156 and 49 of 152, respectively). The examples of ergonyms in Catalan of the central streets: *Super Lekker menjar d'importació, Mare Bar Restaurante, Musical Fusté vent teclats so professional, Stetic Lux centred'estetica avançada, Lín Bellesa i Estétíca* etc. The ergonyms of the peripheral streets in Catalan:*Escola port, Llar d'infants, Tíntea cartutxos per a impressores, El café de la cantonada, Aszende, L'espai immobiliari and* etc.

Spanish, being an official language of the country, however, on the streets considered was presented to a lesser extent than English in the linguistic landscape of Barcelona by one unit (45 and 46 of 308 units). It is also necessary to take into account the fact that it is sometimes difficult to understand to what language the name is related as many European languages have common graphics in Latin: *Recuperaciones Las Flacas s. l., Carniceria Tocineria Alba, Rehabilitaciones Serran Si, Movistar + , Mister Mix audiovisuals and etc.*

Most often, ergonyms in English are a combination of functional vocabulary with characterizing words, or simply having functional vocabulary as a basis. After analyzing the ergonymy, it was found that there are less ergonyms in English on the peripheral streets.

During the study, the following data were obtained: the most common producing basis of ergonyms of Barcelona is functional vocabulary, which is designed to give specific information about the products or services offered: Rooms (from English "Rooms"), *Clinica Dental* (from the Spanish "Dental Clinic"), *Mobles decuina* (from the cat. "Kitchen furniture"), *Farmacia* (from the Spanish."Pharmacy"), *Tabacs* (from the cat."Tobacco"), etc. This method of nomination, being the simplest in its essence, can be called one of the most convenient, practically directed. However, such names often lack an expressive component, which over time becomes more important and priority.

Following by the number of examples found, the ergonyms generating basis is anthroponym (14, 9%). And on the central (26 units) and on the peripheral (20 units) streets can be found signs with names. Among anthroponyms, male names are recognized as the most popular in both parts of the city (*Francisco Quintana Ylzarbe, A., Tomas Domingo The bike house, Rikki Rikki sushi bar restaurant*), which are almost 2 times more often than women (*Lina, Farmàcia M. Alsina*).

When comparing toponyms (place names), there was a tendency to refer to commercial enterprises using the names of Spanish cities, districts and regions. 24 out of 33 ergonyms that have toponyms as a basis have a connotative meaning associated with Spain, its individual territorial units. For example, a toponym, or, more specifically, the POLISONYM Barcelona was met on the streets of the city 10 times (*Rectificados Barcelona, Sosteplac Bcn S. L., Cross Barcelona*), 7 of them in the central part and 3 in the peripheral parts of the city. This may indicate that most of these ergonyms perform an informative function - they convey information about the location of the named object, and that national, patriotic awareness plays an important role in Barcelona and in Catalonia as a whole. Among other toponyms, which are not related to Spain, we point out 2 USA toponyms: *Nevada perruquers i estilistes, Edifici California*, 2 Examples of Netherlands' toponyms: *Nationale Nederlanden, Randstad* and 2 Examples referred to Italy: *Trattoria Italia, Tuscania food & wine*, wherein all of the above ergonyms belong to ergonymy of central streets that suggests that the main recipients of these values are tourists. They also show the reflection of historical facts in the landscape of the city (the example of the Netherlands was considered in one of the previous paragraphs of the work).

The pragmatical foundations of the ergonyms of the city of Barcelona are mostly represented by brands that are related to the automotive industry - 8 examples (*Jeep, Carroseria Renault*). All these ergonyms can be found on the peripheral streets of the city and one example –*Hamamatsu motor Suzuki* - on the central. Also, ergonyms are based on pragmatonyms related to household and electrical engineering - 4 examples (*Samsung, Movistar + Servicio Técnico*), and pragmatonyms related to the printing industry 4 examples - (*Calipage, Kodak*). The last two classes are presented on the central streets of the city.

In the ergonymy of Barcelona, the names with the producing bases, which are represented by zoonyms, phytonyms, cosmonyms and THEONYMS are found small quantities (1, 2%, 0, 6%, 0, 6% and 0, 3%, respectively). Zoonyms (*CentrecaníCòrsega, Atelier Mice*), phytonyms (*Viola!, Rosa Rosae*) and cosmonyms

(*Luna supermarket, Solmanía Sun & Beauty*) can be found in equal quantities in the center and suburbs of the city. Ergonym-theonym ARES was discovered on the peripheral street *Carrerde Caracas*.

Most ergonyms have not one, but several producing bases at the same time. Most often, this is a combination of functional vocabulary with an anthroponym or other generating basis: *Engel &Völkers* commercial, *Bar Restaurant Sekiya*, and Supermarket *Mallorca*.

After analyzing the ergonyms of the city, we were convinced of the preference for Catalan as the language of the nomination of city objects. Of the 308 units studied, 105 are in Catalan, 34% of the total number of ergonyms. In addition, results were obtained concerning the use of English for the nomination of enterprises - 46 units (14, 9%), which is also a fairly high indicator, given the fact that the number of ergonyms in Spanish was 14, 6% of the total number (45 units). Ergonyms in Italian (2 examples) and in French (1 example) make up 0, 9% of the total number of ergonyms we have considered.

Anthroponyms (14, 9%, 46 units) and toponyms (10, 7%, 33 units) in the central and peripheral streets turned out to be the most common among the producing basis after functional vocabulary, which amounted to 30% or 120 units out of 308. Pragmatonyms were next in terms of prevalence - 23 examples (7, 5%). Zoonyms as a producing basiswere met us 4 times - 1, 2% of the total number of considered examples, phytonyms and cosmonyms 2 times (0, 6% each) and one theonym - 0, 3%.

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Marketing Intelligence System and its Impact in Determining Strategies of Competitive Positions

Sistema de inteligencia de marketing y su impacto en la determinación de estrategias de posiciones competitivas

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ABSTRACT

The aim of the research is to know the impact of the marketing intelligence system adopted by the College as it is and the effectiveness of managing its marketing information and its ability to achieve a distinct strategic position in the Private university education market in Baghdad. In order to achieve these objectives, a model has been developed to determine the nature of the relationship and the impact between the system of marketing intelligence as an independent variable and the strategies of the competitive positions of the concerned faculty as a dependent variable. The research hypotheses have been formulated and tested using SPSS-22

Keywords: Marketing information system, marketing intelligence, strategies of competitive positions.

RESUMEN

El objetivo de la investigación es conocer el impacto del sistema de inteligencia de marketing adoptado por la Universidad tal como es, y la efectividad de administrar su información de marketing, y su capacidad para lograr una posición estratégica distinta en el mercado de la educación universitaria privada en Bagdad. Para lograr estos objetivos, se ha desarrollado un modelo para determinar la naturaleza de la relación y el impacto entre el sistema de inteligencia de marketing como una variable independiente y las estrategias de las posiciones competitivas de la facultad en cuestión como una variable dependiente. Las hipótesis de investigación se han formulado y probado utilizando SPSS-22

Palabras clave: Estrategias de posiciones competitivas, inteligencia de marketing, sistema de información de marketing.

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INTRODUCTION

Information is a vital resource in various business organizations for their importance in achieving competitive advantage. Information should be considered and managed properly in all organizations to keep pace with contemporary developments in the various knowledge sciences and technological changes, especially we live in the 21st century challenges of expanding markets and product diversity, the rapid development of information technology, and fierce competition in the university education market. This requires that the administration of the universities should deal with information and management correctly through the application of the system of marketing intelligence to solve all the problems that face the achievement of competitive position in the market by adopting a strategy of a distinct competitive position. Al-Mansour College in Baghdad is one of those faculties competing in the private university education sector, which suffers from many problems, foremost of which is the problem of dealing with marketing information and how to manage it, not realizing the importance of this in achieving the competitive position in the Iraqi market which is crowded with private colleges.

Accordingly, the current research aims at identifying the impact of the marketing intelligence system in determining the competitive position of the above-mentioned college in the private university education market. The research includes two main hypotheses, from which sub-hypotheses emerge, all of which were subjected to numerous tests to ascertain their validity, acceptance or rejection.

The questionnaire is based mainly on the collection of data and information related to the applied side. It is distributed to a sample of (80) members who are members of the College Council (Dean, his assistants and heads of departments), directors of the administrative sections and units who have academic and scientific experience in the college. Several appropriate statistical methods are used to get the proposed results.

Based on the above, the subject of the research is dealt with through four topics. The first topic includes the methodology of the research. The second topic is devoted to the theoretical framework. The third topic deals with presenting and analyzing the applied results of the research, the fourth one contains the results and recommendations.

Research problem

The university education sectors, especially the private one, face many competitive conflicts, which have imposed on it the need to rely on modern tools and systems to confront these conflicts. Nowadays, information is one of the tools through which to make progress and success in this vital competitive field. Therefore, the system of marketing intelligence is the key to the success of universities and colleges. It should provide a huge amount of information that the administration of the university or the college have to deal with and manage properly and to solve all the problems they face, especially with regard to attracting students and enroll them and thus achieve a competitive position in the labor environment through the adoption of the strategy of competitive positions in that environment or market. Al- Mansour Private College is one of those competitive colleges in the university education sector, which suffers from many problems, foremost of which is the problem of negligence of marketing information and how to manage it and the lack of awareness of the importance of this aspect in achieving competitive position in the Iraqi market which is crowded with private colleges whose reputation of education is not at the required level, especially among students both inside and outside Iraq. The problem of Al-Mansour College in Baghdad can be clarified through the following questions:

1. Does the college administration realize the importance of having marketing intelligence system to provide a huge amount of marketing information and how to manage it?

2. On which strategy should the college administration concentrate to determine its competitive position in the labor market of the private university education in Baghdad?

3. Are there relationships and significant effects of the variable of marketing intelligence on the strategies of competitive positions in the labor market of the college?

The importance of research

The importance of research is to analyze two basic variables that all managements, especially the management of Al-Mansour Private College, which seek to achieve excellence in their work cannot dispense with reliance on them, especially in a work environment characterized by competitive conflict to obtain the rare information and the position of the distinguished market. Marketing intelligence is a vital system in obtaining the required information through which the marketing decision maker can excel in targeting the market and enter it with confidence and consistency after analyzing the information and being able to manage the huge quantity and make the right decision to achieve the goals of the college.

In the second variable , the strategy of the competitive position is also of great importance, through which the management can determine what is required in the establishment of a permanent relationship with customers, students of the college, as well as predetermine their needs and desires of the services and meet these needs and desires that lead to the formation of a status in the minds of students and occupy a distinct competitive position in labor market, taking a better position than its peers of the competing colleges. The importance of research lies in that it is a modest contribution to the formation of a scientific vision for the concerned bodies on the subject of private university education and about the reality of private colleges and how to address some of their problems.

Research objectives

In the light of the problem of the research and its importance the current research aims to achieve the following objectives:

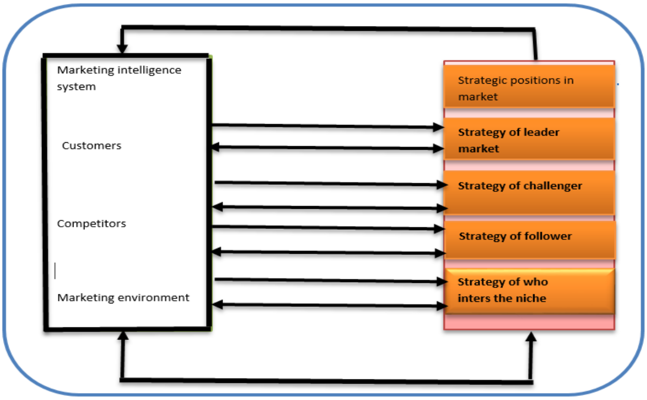
1. Investigating the importance of marketing information for Al-Mansour Private College and the role of the marketing intelligence system in particular in the work of that college in a competitive environment which is not insignificant due to the large number of private colleges that are founded in Iraq and in Baghdad exclusively and which are increasing in number day after day, and knowing the effectiveness of the administration of the college in respect to the management of these information.

2. Determining the status of the mentioned college in the private education sector in Baghdad and the strategy of the competitive positions it adopts in the labor market and the strategic vision of its management to confront the competitive conflict with the peer colleges in that market.

3. Providing some scientific recommendations for the administration of this college and of the other private colleges showing the need to consider them to improve the reputation of the private university education in Baghdad, in particular, and in Iraq in general, which has been declining in recent years due to the unstable political, economic and social realities of Iraq even if that improvement is partial

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The hypothetical scheme of the research



Source: Prepared by the researcher

The hypothesis of research

In light of the proposed scheme, the following main and subsidiary hypotheses were formulated:

1. **The first hypothesis**:-

There is a significant correlation between the system of marketing intelligence and the strategies of competitive positions in the market. This hypothesis is divided into the following sub-hypotheses:

1/1. There is a significant correlation between the marketing intelligence system and the strategy of market leader.

1/2. There is a significant correlation between the marketing intelligence system and the strategy of the market challenger.

1/3.There is a significant correlation between the marketing intelligence system and the strategy of the market follower.

1/4. There is a significant correlation between the marketing intelligence system and the strategy of entering the niche in the market.

2. The second main hypothesis:

There are significant impacts for the system of marketing intelligence and the strategies of competitive positions in the market. This hypothesis is divided into the following sub-hypotheses:

2 /1. There is a significant influence of the marketing intelligence system on the strategy of market leader.

2 / 2. There is a significant influence of the marketing intelligence system on the strategy of market challenger.

2 / 3. There is a significant influence of the marketing intelligence system on the strategy of market follower.

2/4. There is a significant influence of the system of marketing intelligence on the strategy of entering the niche in the market

METHODOLOGY

The research is determined by the following:-

1. A selected sample of the faculty members of Al-Mansour Private College who are members of the College Council (Dean, his assistants and heads of departments in the College), and some of the teachers and directors of administrative sections and units who have academic and scientific experience in the college.

2. Time Period: The search period lasted from July 2018 to February 2019.

3. Spatial boundaries: The research is limited to Al-Mansour Private College located in Baghdad governorate.

Tests for the questionnaire

1. The test of the apparent validity of the questionnaire: The ability of the questionnaire to measure the research variables that the questionnaire was designed to measure, considering the comprehensiveness of the research variables and the non-duplication of the questionnaire. In order to investigate the apparent validity of the questionnaire, the questionnaire was presented to a number of arbitrators specialized in business administration to inquire about the validity of the tool in terms of the truthfulness of its items and relevance to the hypotheses of research and its objectives and ability to measure the variables of the research, to ensure the clarity of the items and their scientific accuracy. The questionnaire received the agreement of the majority of arbitrators and the ratio exceeded 90%. The arbitrators' notes on correcting some of the phrases and replacing them and formulating some of them in a more appropriate way to make the tool more comprehensive in representing the two search variables were taken in consideration.

2. Test of validity and stability of the questionnaire: The validity of the content indicates the validity of each item of the questionnaire to the field for which it has been designed. The validity of the content can be verified through the stability coefficient using the following equation (validity = square root of the stability coefficient). Stability means that if the measurement is applied on the same group of individuals after a period of time it will give the same results. To achieve this, the Crounbach Alpha coefficient was used to determine the stability coefficient and the value of the stability coefficient = (0.94) which is significantly higher than the acceptable minimum of (60%). It is very stable and can be adopted at different times for the individuals themselves and give the same results. Since the value of the stability coefficient extracted by (Crounbach Alpha) = (0.94), the accuracy of the questionnaire = (0.97) is an excellent ratio and a reassuring parameter confirming the validity of the scale.

Society and Research Sample

Al-Mansour Private College was chosen as the current research field. The College is one of the leading colleges of private education in Baghdad. Founded in 1988, it consists of (9) scientific departments and has opened (3) other scientific departments in 2018, and it has (110) teaching members, and is now in the transition to a university, and the college has a reference reliability with the Association of the Advancement of Collegiate School of Business (AACSB) in accounting and business management to meet the quality requirements and obtain academic accreditation in this organization.

The sample of the research was selected from the levels represented by the members of the College Council because they have a strategic role and work follow-up, some of the faculty professors, and officials of the units who have the academic expertise. The number of members of the research community was 110 individuals, 85 questionnaire forms were distributed, (80) forms were considered liable for analysis, with ratio of (90%) of the total number. The table (1) shows a detailed description of the variables of the (80) individuals in the sample and according to the data they provided through their answers to the questionnaire.

Table (1)
Results of Analytical Information Description

Metadata	Target Group	Frequency	Percentage %
Age	from 21 years old to 30	-	-
	from 31 years to 30	4	5
	from 41 yers to 50	3	3,75
	from 51 yers to 60	68	85
	from 61 and over	6,25	5
Totel		80	100%
Educational levels	ph.d	74	-
	Master	6	-
	Higher Dipioma	-	-
	BA	-	-
	Diploma and below	-	
Totel		80	100%
Duration of service in the current job	from 1 year to 5 years	3	3,8
	from 6 to 10 years	1	1,3
	from 11 to 15 years	7	8,5
	from 16 to 20 years 13 16.3	13	16,3
	from 21 years to 25 years 42 52.5	42	52,5
	from 26 to 30 years 11 13.8	11	13,8
	31years and over	3	3,8
Total		80	100%

Source: Results of statistical analysis of the questionnaire using statistical program SPSS v.25.

Distribution of the sample according to the variable age groups

Table (1) shows that the largest percentage of the sample consists of the age group (from 51 years to 60 years), with a total of 68 individuals and a percentage of 85%, this indicates that the college tends to employ staff members with high expertise, next age group (61 years and over) with 5 members and a percentage of 6.25%. The age group (31 years to 40 years) is a frequency of (4) individuals and a percentage (5%). The age group (41 years to 50 years) reaches (3) individuals and (3,75%), of the total sample members (80%) in total percentage (100%).

Distribution of the sample according to the variable of academic achievement

Table (1) shows that the percentage of sample individuals with a PhD degree reaches (74) with a percentage of (92.5%). This percentage indicates that the tendency of the college administration is to employ people with the highest degrees. Next the percentage (7.5%) of the total number of individuals who have MA degree consists of (6) of the sample members (40) in total percentage (100%). The percentages above indicate that the college meets the requirements for the establishment of private colleges and the continuation of the performance of scientific work.

Distribution of the sample members by categories of the variable of duration of service in the current job

Table (1) shows that the category (from 21 years to 25 years) is the most frequent one, with 42 members representing 55%, followed by the group (16 years to 20 years) with percentage (16.3%), the category (26-30 years), the percentage (13.8%), the category (from 11 years to 15 years) percentage (8.8%), category (1 to 5 years) Years) and category (31 years and over) percentage (3.8%),and category (6 years to 10 years), percentage (1.3%). These percentages indicate that the college has teaching staff with an expertise and ability to compete and develop in the field of its work, and achieve its scientific and educational goals in light of the competitive environment in which it operates.

THEORETICAL ASPECTS OF THE RESEARCH VARIABLES

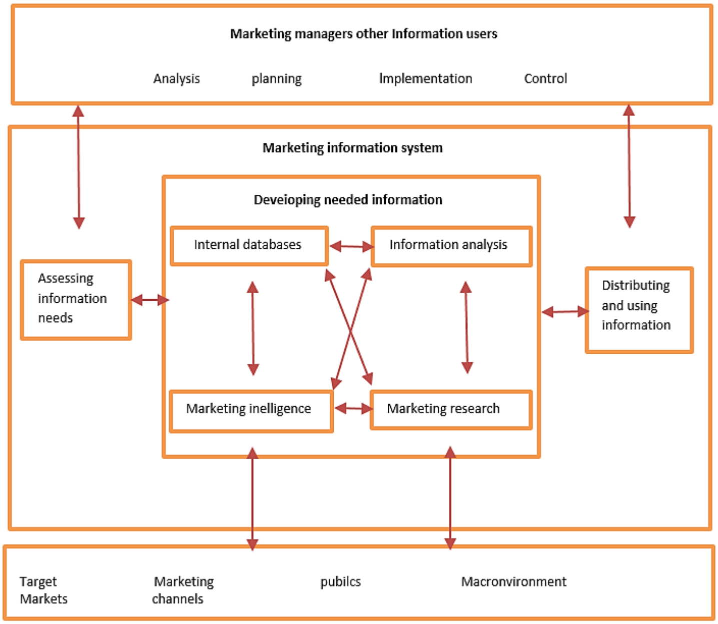
The first axis: - Management of the marketing information system of the organization

The key to the success of organizations in their marketing activities and under the current circumstances and future environment, both internal and external, is how to manage the vast amount of marketing information through which they can access the insight and thinking of customers and the fact that they are aware of what is going on around them in order to know their real current and future needs and desires. They have goods and services of high real value that affect their mentality and thus gain their satisfaction and absolute loyalty (Kotler & Armstrong, 2008, p.97) As the organization expands its marketing operations beyond the borders of its state, its need for information grows as well because the management of organizations globally requires knowledge of what is going on and happening around the world, so many organizations develop and establish a global marketing intelligence system or systems that are more complex than the system at the local level (Etzel, et al., 2001). It is imperative for organizations to find a balance between the information required and the overall information obtained from their various sources to serve the marketing managers in making their strategic marketing decisions on the continuity of the organization in its work and sustainability at the local and global levels.

The marketing intelligence system also contributes to improving strategic decision making, following up evaluating competitors 'activities and orientations, working to attract managers' attention to avoid risks and threats early, and seize opportunities in the market and invest them (Al Taee, 2010, p.433).

We see in table (2) that the MIS is composed of a group of individuals, requirements and procedures for collecting, organizing, analyzing, evaluating and then distributing them to relevant stakeholders from inside and outside the organization. The system is designed mainly for the purpose of serving marketing managers in the organization as well as external partners such as suppliers, sales forces, marketing agencies and others.

Figure (2)
Marketing Information System



Source: Kotler, Philip, Armstrong, Gary, (2008). ''Principles of arketing", 12edition, Pearson Edn cation, Inc., upper saddle River, New Jersey,u.S.A. P97.

The marketing information system, as illustrated above, consists of four sub-systems: the internal database system, which collects information obtained from data sources in the company electronically. Data collected from different departments of the organization in financial reports, details of sales, costs, cash flows, production schedules, storage levels, etc.

The second system is a marketing research system, which handles the assessment of the market potential or estimate the market share of the organization, research on customer satisfaction and knowledge of their behavior, purchasing calendar returns, advertising campaigns and other scientific research solutions to marketing problems that face organization preparation.

The third system is the analysis of the marketing information system which specializes advanced statistical analyzes to determine statistical relationships and influences between two variables or more of the research variables such as the relationship and influence between the price and the quality of the product, sales promotion, the impact of brand loyalty and consumer satisfaction. And it provides results to managers to facilitate marketing decision-making processes, especially the strategic ones.

The fourth system is the marketing intelligence system or the so-called marketing cleverness system:

In order to serve the purposes and objectives of the research, we will focus on this system and highlight its tasks and roles entrusted to it. This system is specialized in obtaining information from the external environment of the organization and here the task is very complex because the increasing appearance of printed, electronic and published information in the newspapers, magazines, and various websites has created a fundamental problem for marketers because they must keep abreast with all these sources of information, which need coordination, surveying, analysis, translation and dispersion of efforts in the marketing intelligence system, which raises the costs to more than the desired benefit from them (Keegan,2014, p.243).

In fact, when it comes to marketing intelligence, the information that is required to be provided (Kotler & Armstrong, 2018, p.127) is based on understanding three basic variables:

1. Customers: The system of marketing intelligence helps marketers to observe (first-hand) consumers, control their concerns and analyze their talk about the brands of their favorite products. There are many organizations that send trained groups of their employees to personalize and integrate with consumers who use their products to closely monitor their reactions to those products and use these reactions as feedback that is analyzed and interpreted to determine their future marketing objectives and strategies. The organization's ability to build strong relationships in the long term with customers and to identify their needs and desires accurately require understanding their purchasing behavior as the behavior of the purchase is only a decision-making process by the customer (Pride & Ferrell, 2000, p.423).

Marketing managers can use information and data from the marketing intelligence system to predict sales volatility in accordance with economic and political conditions, as well as events that increase consumer perceptions, trends and preferences, in addition to some future specialist researchers who are able to predict consumer trends and changes in lifestyles that will affect his wishes and needs in the coming years (Solomon, et al., 2001, p.126). Consumers and clients are, in the view of many organizations, the real capital of the organization, not the equipments and services, so many of these organizations, especially consumers themselves, have begun to view psychological and physical stability as more important than material possessions. We should as (Wichy Robol Higgam) Vice President of Walt-Mart Exhibitions said: Think about the customer before thinking about specifications On the other hand, globalization has allowed organizations to think and talk to each client separately and to have an open opinion about their services. Successful organizations must therefore be familiar with their clients' names individually or they will not be able to retain any customers at all.

2. Competition: The marketing intelligence system is primarily concerned with obtaining information about competitors, their trends and strategies, as well as their future plans. This information can be obtained from within competing organizations. The procurement and sales staff, engineers and technicians of these organizations represent the best source of such information. Some organizations go further, buying and analyzing competitors' products, ensuring patents on their inventions, and monitoring their sales in the market.

But organizations may be exposed to problems as a result of following illegal ways to obtain information about their competing organizations and entangled themselves with legal problems and commercial excesses led to the courts, causing them financial losses because they enter into the field of competitive espionage or theft of ideas and innovations of others. They avoid this and go to obtain information through the organizations' annual reports, television advertisements, newspapers and magazines, electronic websites and exhibitions held by these organizations, as well as television interviews of their managers and direct conversation with their customers and consumers. This way of obtaining information about competitors is more humane and within accepted constitutions locally and globally (Kotler-Armstrong, -p.). With the expansion of organizations for their operations beyond the national borders, the need for information is increasing day by day to look at the nature of the competition prevailing in the world and to monitor the activities of the competing organizations to follow the sites of social networks affiliated to analyze and compare the quality of services and the variety of products and consumer reactions to them. The internet network can be used to search for the name of one or more of the competitors and the nature of their tendencies and discoveries and their movements in the market and marketing strategies followed by them so that they can meet them with and prepare for a quick response opposite them or perhaps avoid them (Hall & Bensoussan , 2007, p.68) that marketing managers have the ability to compete to meet the growing threats of competitors, which helps them to determine their movements in the current markets and know their competitive positions.

3. Marketing environment: The marketing intelligence system goes beyond gathering information related to consumers and competitors. It aims at the external marketing environment of the organization, analyzes it and identifies its opportunities and the threats it faces and works to seize those opportunities and avoid the threats and try to turn them into investment opportunities.

As a result of the intensification of global competition and the complexity of the environment, it became difficult to predict the events surrounding the organization. The system of marketing intelligence reduces the uncertainty, especially in the field of industrial risk management due to several reasons, the most important of which is the change in the structure of industry and the strategic movement of competitors as well as alliances and mergers in industry. Thus, it requires the marketing intelligence system to continue to interact with the marketing environment and continuous monitoring of events to monitor and receive signals about possible changes in the environment. This system is a radar or early warning system that receives any environmental signal and turns it into an intelligence product that enhances the organization's ability to take measures (Talib, 2013, p.106).

The process of monitoring and control does not mean only to collect information and data about competitors, but also leads to excellence and competitive advantage. The organization can learn and outperform competitors, as Japanese organizations have learned and excelled by observing and learning from their competitors (Eisel, Walker, Statton, 2006, p.189).

The second axis - the competitive positions of the organizations

It is natural for organizations to enter into real competition in the target market in which they operate. The nature of the competition among them is subjected to the human and material resources they possess as well as to the objectives set by them and within a specific time period as well.

Some organizations have large and varied resources and try to multiply them, while others have specific resources, which they try to maintain and develop gradually. Large and well-established organizations in the market aim to increase the growth of their market share and quickly multiply them and some are seeking to gain profits to a long period. According to these characteristics and objectives, organizations occupy different competitive positions in the market in which they operate.

These competitive positions of organizations and in line with the market share they occupy, each organization follows a strategy different from the other - and plays a distinct role in the target market according to its market share in that market.

Kotler and Armstrong, 2018, p.554, for example, provide a hypothetical explanation of market share ratios and competitive positions of some organizations in a specific market and the roles they play through their different strategies and the nature of each strategy and as follows:

Figure (3)
Positions of organizations in the competitive market



Source: Kotler and Armstrong, Opresnik, Marc Oliver, (2018, p.554) "Principles of Marketing". Global edition, United States.

The following are the roles of competitive strategies that organizations play in the target market for a specific industry according to their respective positions:-

Strategies of market leade

One of the characteristics of this strategy is that the organization that follows it is the one that has the largest market share in the market in which it operates and competes. For example, it owns 40% or more as in the above form. It usually affects and manipulates the prices of products offered in the market increasingly

or decreasingly as well as prices of the new products it offers beside its ability to diversify distribution outlets and expand and use more than one means of advertising as well as their ability to double its promotional expenses.

The characteristics these organizations possess make the organizations that compete with them follow them even if it is out of their control. The competing organizations avoid market leader and move away from it because they cannot keep up and catch up with it, which could hurt them and get them out of the market if they use the price weapon or provide goods and innovative and unique services, such organizations, especially small ones with limited resources, cannot withstand the leader because they do not have the weapons with which they can face it. But there are some organizations that can challenge and compete the leader seriously or take the imitation to learn from their experiences and traditions without exposing themselves to risk.

The leader cannot guarantee his superiority and always occupy the throne of leadership. His journey is often fraught with danger, as many of his supporters are in the market on the one hand or he may be arrogant on the other. He produces and offers new innovative goods and services that are expensive and have no customers or consumers in the market or his goods and services become, over time, old compared to those of his competitors, especially those who enter the industry recently, thus losing his clients and their loyalty to him and turning to competing organizations.

However, if leading organizations are to remain at the forefront of competing organizations without being exposed to direct risks, they must take deliberate steps and calculate risks to meet their competitors by following these measures: (Kotler, Armstrong, 2007, p.989-992):

> **A**. Expanding the total demand: This is done by finding new consumers who have never consumed the product, increasing the number of units consuming the same product, in addition to finding several uses for the same product.
>
> **B**. Protecting its market share: This is done through the protection of the organization itself from the attack of competitors, especially the united ones. The leading organization increases and strengthens its relationship with customers and meets their obligations towards them and turn their satisfaction from their products to absolute loyalty. This requires that the leading organization address all of its weaknesses that competitors can exploit. In other words, the leading organizations must fill all the holes so that competitors do not jump through (Kotler, Armstrong, and ... .2018, p.556).

Therefore, the leading organization in the market should not leave things happening and then respond to them, but it is supposed to make those things get into the market through its initiatives of introducing of new products and continuously follow the policy or principle of continuous innovation and this view agrees with the saying: (the best defense is the attack).

C. Expansion of market share: Growth and expansion of market share means that organizations are able to increase their total sales in the market and thus increase their annual profits and improve their percentage. So the market leader is always planning to be the number one in the market among the competitors. There is the truth that not all organizations with high market share are making high profits, and not all organizations with a low market share earn low profits because it is subject to the laws of unit cost, product quality, market price levels and sales. An organization with a large share in the market can achieve high profits if it can reduce the cost per unit of the product without affecting its high quality and high selling price.

Strategies of market challenger

Some organizations with market shares that are less than the leader's share, despite their large size, try to acquire a larger market share to join the leader. This is a strategic objective for them to take market leadership or play with other competitors without changing the market. These organizations are called the challenging organizations, the Market challenger.

In risk calculations, high profit or utter loss, and withdrawal from the market, the challenging organizations study and analyze competitors and leaders and know their goals and strategies and then determine which competitor can challenge first to grab his market share and which competitor should avoid so that it prevents huge loss. The organization can challenge a certain leader and avoid another leader or perhaps challenge organizations with the same strength and size or according to their financial capabilities, reputation and relationships with market customers as opposed to competitors. The organization that chooses the challenge process, whether directly or indirectly, needs precision and careful attention to identify its strengths and weaknesses because it is achieving strategic goals that are not free of risk.

Strategies of market follower

The nature of competition in the market requires that the organization that follows the strategy of market follwer should avoid the challenge of the market leader and go to learn from him and his experiences, imitate products and programs and marketing methods at other times and achieve a desirable profit and this is done by monitoring and following-up from a distance without immersing itself in any direct competition with him.

It should be pointed out that dependence here does not mean the negative side of blind obedience, but it is intended to maintain the current customer and acquire an appropriate and profitable market share through entering new markets when the opportunity allows him to achieve specific advantages to customers and maintain the costs of manufacturing and marketing without being an easy target for large organizations, especially the united organizations, because they are trying to take revenge on them when they see profits and market share at the expense of their market shares.

If this strategy requires its followers to be very vigilant and alert, it will always remain active in the market and away from all forms of danger and retaliation.

Strategies of entering niche in the market

There is no doubt that there are many small organizations with limited capabilities. When working in a certain industry market they try to avoid competition with the market leader or the market challenger or even follow the market. It selects a specific strategy according to its human and material potential and selects a part of the market or small segments of it instead of the whole market or large sectors of it. The strategy adopted by it is called the market niche strategy to guarantee a specific market share of the shares of the total market. If the organization selects a small part of the market sector, it may smartly reap large profits and be protected from large organizations and fierce competition, and these profits come to the benefit of that organization through the proper targeting of the right consumer that the organization can serve correctly and better than the competing organizations. The marketing mix provided by this organization is an innovative product or service with high quality, added value, and suitable price, which suits the quality of the product, and the added value achieved for the consumer. Promotionally, the organization is keen to deliver all the information about it and its products to the consumer with all trust and credibility. This organization selects its distribution channels very carefully to ensure more successful access and delivery than its competitors. This particularity of the marketing mix has achieved great satisfaction among consumers and a constant loyalty that leaves the competitors no chance to withdraw or win any share of consumers or customers.

At a time when niche organizations are making high financial profits with the possibility of growth and increase in profits, they may be exposed to high risks when the growth of this niche stops or the size of their market diminishes or the big competitors covet their lucrative profits and enter their market and compete against the organizations which cannot continue competing with the bigger competitors, and they withdraw from the market.

The fact that we should not overlook the niche organizations is that these organizations, which can achieve high profits and a distinct success in the market, which makes large organizations to covet access to their markets, have selected human resources very carefully and have the expertise and scientific and applied

qualifications which make them able to achieve this unique and satisfactory success for their customers as well as the advanced production equipment and high efficiency to produce innovative products compared to what is offered in the market and all that is reinforced with other elements of an effective and efficient marketing mix.

CONCLUSIONS

The faculty and its departments have a good reputation among the students and the society despite the rumors about the deterioration of the scientific level in the Iraqi governmental and private colleges and universities, especially in recent years, through the following indicators:-

A. The availability of scientific and specialized cadres of higher degrees (PhD and MA) who possess sufficient experience in the field of work.
B .The College offers distinct and diverse scientific services consistent with the current and future preferences of students, and with a high quality.
C. The College Departments shall undertake the proper strategic planning to set their objectives and work to achieve them depending on their strengths and on the analysis of the reactions of the students to the quality of their services and their diversity, in addition to monitoring the movements of their competitors in order to excel them and achieve distinction.

The results of the research show that the surveyed college has great financial resources in addition to efficient human resources, which encourage its management to study its markets well and to seek to expand that market, which is reflected positively on increasing its market share and multiplying it, which confirms the following conclusions:-

A. The college actually prepares itself as the number one or so in the current labor market.
B. It is very keen to diversify its specialties through opening various scientific departments for students, especially the rare ones.
C. The College administration work in accordance with the requirements of the strategy of the challenge and towards adopting the strategy of the leader as a market position for the college and away from the strategy of the follower or the strategy of owning the market.

The results of the research also show that the management of the college is working on the principle of vigilance and caution away from high risk and adventure, even though it considers itself a challenger or leader in the market, we conclude that the administration goes according to the following:

A. Targeting and entering the labor market is in accordance with the actual market need and in line with the strengths of the college and the available investment opportunities.
B. The college maintains its current market share with a degree of carefully calculated and risk-free future growth to remain at the forefront of competing colleges as required by the procedures of the challenging leader in the labor market positions.
C. Trying to manage away from the war of fierce competition with the peer private colleges in order to maintain its permanence and continuation of work and to avoid being targeted by competitors, limiting their activity or getting out of the market at a great loss.

The management of the college, in its strategic thinking, focused on targeting the labor market inside the Iraqi environment, which means that the management adopts the strategic approach based on the following:

A. Growth and limited expansion of the total demand for its services

B. Maintaining a reasonable level of annual profits.

C. Maintaining the quality of its services without increasing the costs that lead to the increase in prices, which negatively affects the satisfaction and loyalty of its students and the poor relationship with them.

The college administration consider targeting of foreign markets to attract their students a postponed matter at present time for the security situation of the country is fraught with risks and the students of other countries avoid it as confirmed by marketing intelligence information despite the existence of cooperation between the College and some Arab and foreign colleges and universities.

The results of the analysis of the research variables show that the system of marketing intelligence has a relationship with and influence on all the strategies of available competitive positions as alternatives for the management of Al- Mansour Private Faculty. We conclude from this that any strategic site that the college competes for and wishes to adopt and occupies in its market requires that it should have a system of marketing information and rely on the subsystem represented by the system of marketing intelligence to deal with the information collected from the inside and outside through which it can implement to the insight and thinking of its customer students and determine their desires and their actual needs and work to satisfy them for without this they cannot achieve the desired market position.

The college administration must continue its legitimate competition in the private university education market within the sposition of the challenger and walk at a steady pace, conscious vigilance and careful and deliberate caution to reach the leader's position without high risk or threat.

The need to shift from the possession of indicators and procedures to a marketing intelligence system to build and establish an integrated marketing system that ensures the availability and flow of effective marketing information from the internal and external environment of the college to facilitate the task of making marketing decisions.

The need to think of opening branches of the college in the centers of Iraqi provinces or their districts and towns after conducting studies to determine the actual needs of their services and compete with the peer private colleges in those areas or take the lead in this field, which ensures the growth and expansion of the total demand for its services and therefore doubling its annual profits.

The college administration should undertake an effective scientific study of the labor market outside Iraq through which to learn how to seize opportunities to attract students from abroad, especially from neighboring Arab and non-Arab countries, who are able to study in this college, as these countries allow Iraqi students to study in their universities. In fact, this is not difficult, Iraqi colleges and universities have already attracted a lot of students from abroad.

It is also the duty of the college administration to follow up and care for its graduates, not just the learning students. The researcher suggests that the administration should establish a center for developing and training the graduates, and open workshops to qualify them to meet the requirements of the labor market environment after direct coordination with departments, institutions and companies of public and private sectors to create jobs for them to enhance the good reputation of the college among the students and the community as they are in urgent need of it at the present time.

It is preferable that the College administration, continuously through the activities and procedures of marketing intelligence, obtain information on the peer colleges and compete them in the same market through the legal methods allowed such as the annual reports of these colleges and their advertisements in the media, electronic networks , exhibitions, the seminars held by these colleges as well as intensifying the monitoring and observing of their movements in order to learn from them and benefit from their experiences because learning from others leads to distinction and excellence and increase the ability to compete as did the

Japanese organizations did when they learned science and excellence through monitoring their competitors and learned from them in all fields, especially in the field of education at governmental and private levels.

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Effect of Hot Chair Strategy on the Acquisition of Second-Grade Middle Class Students

Efecto de la estrategia de silla caliente en la adquisición de conceptos en estudiantes de clase media de segundo grado

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ABSTRACT

The purpose of the research was to identify the impact of the hot chair strategy on the acquisition of second grade intermediate students of the concepts and the development of the chemical survey and their higher thinking skills. The researchers adopted the experimental design of the two equal groups. The research community determines the average second grade students in the secondary schools in Tikrit for the academic year 2018 -2019, a high school was chosen for girls as a sample. Of a total of 69 students, 34 of the experimental group studied in accordance with the hot chair strategy and 35 students in control group studied the usual way. The researchers compared the two groups in the variables: grades of chemistry for the past year, age calculated by months, academic achievement of the parents of the students, degree of the chemical survey and higher thinking skills. The results showed that there was a superior difference between the students of the experimental group who studied according to the hot chair strategy on the female students of the control group, which studied according to the usual method.

Keywords: Hot chair, acquisition, concepts, students, second grade.

RESUMEN

El propósito de la investigación fue identificar el impacto de la estrategia de la silla caliente en la adquisición de los estudiantes de segundo grado de los conceptos intermedios y el desarrollo de la encuesta química y sus habilidades de pensamiento superior. Los investigadores adoptaron el diseño experimental de dos grupos iguales. La comunidad investigadora determina el promedio de estudiantes de segundo grado en las escuelas secundarias de Tikrit para el año académico 2018-2019, se eligió una escuela secundaria para niñas como muestra para la investigación. De un total de 69 estudiantes, 34 del grupo experimental estudiaron de acuerdo con la estrategia de la silla caliente y 35 de ellos formaron el grupo de control que estudiaron de la manera habitual. Los investigadores compararon los dos grupos en las variables: grado de química del año pasado, edad calculada por meses, rendimiento académico de los padres de los estudiantes, grado de la encuesta química y habilidades de pensamiento superior. Los resultados mostraron que hubo una diferencia superior entre las estudiantes del grupo experimental que estudiaron de acuerdo con la estrategia de la silla caliente con respecto a las estudiantes del grupo de control, que estudiaron de acuerdo con el método habitual.

Palabras clave: Silla caliente, adquisición de conceptos, estudiantes, segundo grado

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INTRODUCTION

The breadth of concepts, ideas, and theories as an inevitable result of the information explosion that occurred in different countries has led to a weak ability of learners to absorb, learn, or distinguish concepts and terminology from each other, as well as it has made it difficult to benefit from their use in school, and therefore it has been forgotten easily, this works to create negative attitudes towards the subject matter for the students, among other reasons that works as a decliner in the level of achievement.

Many studies have shown that there are deficiencies among learners in acquiring concepts related to chemistry, especially in the intermediate school stage, because of the critical age that they are in.

It is recognized that most individuals, when faced with a specific problem or situation that affects their ability to achieve success, due to the fact that they adopt a kind of cognitive preferences or a specific pattern in the process of learning and thinking with regard to dealing with this as a reflection, are aware of this as a continuation of what is to be understood as a relationship processing information and how to keep it individual, in other words neglecting the balance of the teacher's method with the individual's way and learning style.

From the foregoing lies the current research problem, which is how to make the learner the main focus in the educational process, in order to raise his ability to learn and gain concepts in general and in chemistry in particular, and when reviewing previous studies and literature, we find that they have focused on using my use It is the most effective solution to the problem of weakness in the acquisition of concepts, as it focuses on putting greater effort and activity on the learner and his conscious and purposeful effectiveness. [Abdul Bari, 2010: p. 162]

The researchers concluded that the chemistry subject suffers from difficulty in terms of teaching it, through the visits made to a number of middle schools and the meetings with teachers of chemistry, it was found a weakness in the learning process and in mastering chemical concepts. The reason for this phenomenon is the common use of traditional teaching methods, which made the researchers experiment almost a new approach in teaching, by using the hot chair strategy in a serious of attempts to reveal the extent of its use and raised the ability of female students to acquire basic concepts in chemistry.

The problem can be determined by answering the following question: What is the effect of the hot chair strategy on the acquisition of chemical concepts and the development of a qualitative research in middle school students?

Research importance

The hot chair strategy is a cooperative learning method and a contemporary teaching strategy; it aims to provide students with concepts and ideas provoking their motivation and development in their preparation. It's suitable for students of all ages and for teachers applying the cooperative method for the first time. [Ahmed, 2006: 55]

This strategy relies on dividing the subject into mini tasks and assigning each task to a student, who has to learn, understand, and master them, as well as teaching them to his colleagues in the group that they belong to. This strategy has positive reviews in the education field, as it aims to develop social relations among learners, it also works to reduce the tension that can occur among them, as it contributes to build good and positive links between groups of students, helping to develop their academic achievements, as it works by raising their motivation and creating positive attitudes towards the teacher, the subject and the educational institution. [Atef, 2004: 127]

The process of developing the ability to think has touched one of the highest goals of chemistry education, and that is because the curriculum of chemistry has a great impact on the importance of stimulating the minds of learners, and stimulating their cognitive abilities, and what can be done with technology is called higher thinking skills. Researchers in this field counted two levels of thinking, basic thinking level and higher thinking level, which means higher thinking skills. [Jarwan, 2010: 36].

The higher-order of thinking skills are one of the patterns of thinking, and it requires a lot of mental effort, which includes an analysis of difficult information, and a self-organized, process of thinking. [Al-Otoum and others, 2013: 202-203].

"There has been a great interest in directing efforts on the development in thinking skills and strategies as a major and important tool for scientific knowledge in all its forms. The goal of the educational process is not confined only in the acquisition of knowledge, but also in knowing how to deal with many accelerated concepts and information that emerge hour after hour. Is an essential thing that cannot be escaped from its introduction and commitment if we want to build a successful generation of coherent, aware and serious students with a commitment in the implementation of their performance. [Hussein 2006: 35]. "

Research objective

The current research aims to identify: The effect of hot seat strategy (Independent variable) in the acquisition of chemical concepts among middle-grade students and the development of their chemical reconnaissance and higher-thinking skills. (The two dependent variables)

Research hypotheses

The following hypothesis has been formulated:

1. There are no statistically significant differences between the average scores gain in the experimental group of female students who are studying chemistry according to the hot chair strategy and the average grades gain in the control group who are studying chemistry according to the traditional method of chemical concepts.
2. There are no differences with statistical significance between the average grades of students of the experimental group who study chemistry on the basis of the strategy [hot threshold of knowledge]
3. There are no differences with statistical significance between the main levels of pre and post-test scores of the chemical survey for the experimental group that are studying using their psychological studies.
4. There are no differences with statistical significance between the average scores of the students of the experimental group that are studying chemistry on the basis of the hot chair strategy
5. There are no differences with statistical significance between the average levels of pre and post-test for higher thinking skills of the experimental group who are studying using the hot chair strategy.

LITERATURE REVIEW

The hot chair strategy is “A educational strategy based on a questionnaire between students, who sits on (the hot chair) and on teachers who play different topics. This strategy is use to develop various mental and cognitive skills, including: Reading, building questions, exchanging ideas, and deepen in values, personalities and their souls” [Zayer et al., 2014: 242]

Procedural definition of the researcher: It is one of the active learning strategies that includes a set of steps to perform the roles among the students of the experimental group, where the student sits on the chair to answer the questions that the other students ask. This strategy develops social ties between female students, as well as developing interpersonal skills, creativity and thinking, leading to create an atmosphere of discussion and cooperation. And interaction in the course by answering the asked questions.

Acquisition: “One of the first steps in learning and through which the individual is represented in the new behavior to become part of the total behavioral outcome” [Abu Jadu, 2003, p. 424]

Procedural definition of acquisition: It is the ability of a student of the experimental group to define, distinguish and apply the chemical concepts contained in the first four semesters taught from science writers for the second intermediate grade and to measure and calculate the acquisition.

Concept: “Is a word or a group of words that possesses distinctive features or characteristics and can be generalized to countless things” [Maree and Al-Hailah, 2011: 211].

Procedural definition of the concept: "It is a group of words, names, symbols or elements that are mentioned in the chapters of science textbooks related to chemistry and scheduled for students of the second intermediate grade who collect similar characteristics so that each name has its meaning."

Chemical survey: "The learner's desire to reveal the unknown, deal with opinions and ideas to know what is expected to happen" [Qandil, 2006, p. 123].

Procedural definition of the chemical survey: “The tendency of the students of the experimental and controlling group is to disclose information about events or phenomena, as it expresses the degree that the students of both groups obtain in the scale of the chemical survey prepared.”

Higher thinking skills: "A set of skills that require an analysis of complex and multiple situations that depends on the widespread use of mental and cognitive processes, as they represent the skills of analyzing, formatting, modeling and installing information. " [Al-Qarni, 2015: 15]

Procedural of higher-thinking skills: “A group of sophisticated mental skills that the second intermediate class students applies in the experimental and control group, when exposed to a special position in chemistry, which requires a broad mental process.” It is measured by the degree to which the experimental or control group students gives in the test.

Hot chair strategy

The hot chair is a learning strategy that calls for the trend of the learner as an active participant in the learning process bringing positive activities, which came as a response of the traditional method, which brought negativity to the learners instead. It gives a distinctive role because it enables him to lead the learning process in some situations enhancing its confidence, his ability to lead the discussion, ask questions, give answers, as well as having a role in the development of discussion skills, conversation and defense of opinion and access to other ideas. [Attia 0.2016: 388].

It is an easy and interesting strategy that can be relied upon all topics, its benefit is that it develops many skills, including: Good reading, formulation of questions, and the exchange of opinions and ideas, as preferred by the teacher, with the help of Mina Muhammedi.

The idea of this strategy is based on the seat of the teacher, the student, or the expert on the hot seat among a group of students as they ask questions on it, considering that the questions are open and not closed. [Young, 2008: 3].

This strategy is considered one of the effective strategies that focuses on the role of the learner, and through it, the teacher can develop skills, establish values, build questions and exchange ideas. Then students directly ask questions to the volunteer who is sitting on the chair, and this student answers the questions addressed to him, if he doesn’t know the answer then the question is passed to another student or to the teacher. [Afattla 0.2016: 339].

This strategy is based on discussion and questions and answers, so the seating order is arranged for students in one or several groups to manage the topic of discussion. This chair is available for all the students to implement the plan of the teacher, so the teacher himself may sit on this chair and respond the questions of the students around it. [Attia, 2016: 389]

Sarah Young [2008] stated that this strategy is an interactive strategy in which students practice skills and activities, including speaking and listening, and it is called a hot chair. Each student has a role in this. The teacher monitors students and guides them on how to formulate questions through which students can create or dedicate many different topics, and the teacher corrects the grammar and language [2: 2008, Young].

As Wilhelm notes, this strategy is considered one of the “effective strategies that helps students to exchange ideas, understand the situations and problems that they face, learn about the meanings, and understand the views on the topics and the ideas” and inferential by experimenting and discovering knowledge

from themselves, as well as conducting interviews, debating, and addressing a kind of discussion, as well as giving the opportunity to all students to sit and perform their roles [83: 2002 Wilhelm,].

Teaching with a hot-seat strategy

In this strategy, teaching takes one of the following forms:

-Sitting in one seat and the student in a other one: Seating seats are arranged in this situation, in one episode, the student sits on the hot chair, and the teacher must explain to the students the procedures and steps of this strategy.

The subject of the lesson, which is divided into paragraphs, so each student is concerned with a specific paragraph.

-The chair is placed in the center and surrounded by a group of chairs on which the participating students are entrusted, which is determined by one of the topics of the lesson or a specific issue. In this episode, the students ask their questions to the volunteer student who was chosen to sit on the chair, with the need that the questions have a degree of difficulty and their answers require reasoning. By discussing the answer, respecting different points, urging his colleagues to ask questions related to the subject of the lesson. The teacher will ultimately carry out the evaluation process for the students accommodation, and he will give his notes on the topic, and the students should take notes on the subject lesson.

-Place the seats in more than one circle run by students: The distribution of seats among multiple groups allows the opportunity for all students to sit on the hot chair and to performed the role and complete the task entrusted in him in the educational situation, and this is done during the following: The subject of the lesson is divided into tasks that are given to each group, the teacher randomly distributes students into groups, each group distributes its students to the seating chairs in a circular shape being the hot chair in the middle, each group names the volunteer student who sits on the chair. The teacher explains the role to the volunteer student, the roles of students sitting around him and encourages them to ask questions with open answers. The teacher asks the students, who sit on the hot chairs to receive the questions related to each episode, answer them, clarify and explain them, and respect other people's opinions and not disdain them. The teacher will ultimately carry out the evaluation process by presenting his notes about the volunteer students sitting on the hot chairs, as well as his notes to the participating students that asked questions and their importance in enriching the lesson. Through the previous two situations, the role of the teacher is the role of the facilitator for students because he chooses a student to facilitate and succeed the discussion, and his role is also guided and directed, and the student assigned to him does not replace the mission except when necessary.

-Placement of the single episode and the teacher’s hot seat: Seating seats are arranged for the students in one episode, which is mediated by the hot chair on which the teacher sits, which is the center of dialogue, discussion and answer to the questions asked.

- Determination on the topic or task whose importance is indicated: The teacher motivates the students to ask questions that they would like to have answers to especially those that enrich the lesson and value their efforts. The teacher must listen to the student’s opinions and answer all their questions [Attia, 2016: 3903939].

Concepts

Concepts are the basic building blocks of science and scientific knowledge, and they are the outcome of human knowledge that has accumulated as a result of intelligence and human experience in thinking, research and investigation, and the organization of knowledge on the basis of objective criteria and the contents of the truth. [Khawaldeh, 2003: 298].

The concepts are easier to remember, more stable and survival than the facts that are forgotten faster. Learning concepts helps organizing the experience and facilitates the transition of the effect of learning, which leads to the use of the visual approach. Educational and psychological aspects are both the components of concept and consider by Olian [2010] that consists of:

1- Concept Name: It meaning, a term or a symbol.

2- Meaning of the concept: It is intended to define the concept.

3- Examples of the concept: It includes positive examples that contain all the characteristics of the concept, and negative examples that contain some of the characteristics of the concept. [Olayan, 2010: 110].

Gain and learn the concepts

The learning of concepts is the most prominent educational step by seeking education to them, Olney was emphasized by educators at different levels of learning, through which the development of teaching materials and methods were the appropriate one to teach, because learning concepts facilitates the learner's process to study in a clear and smooth way. Kmaanha is considered a successful way of mental development processes, the process of forming concepts among learners makes it easier for them to study, memorize, remember and keep current facts. [Al-Qaisi, 2008: 241].

Ozil [1972] determined that learning concepts at school is done through two phases, the first phase: Known as the [concept] where the learner can discover the distinctive features of the associated stimuli, and that is what they have in mind. In this stage, the relationship between the name of the concept and the mental image of it is how the learner knows that the name indicates the characteristics of the concept. [Al-Khawaldeh et al., 1996: 127].

Scientific curiosity

The curiosity of a person is important and necessary in education, as well as the home environment which have an effect no less than the school environment, and in order for this motive to be used in the achievement of learning, it must be provided a supported, safe and free environment in school by accepting students questions, ideas, and opinions freely, without boredom. Scientists have indicated that the owner of the scientific investigation is characterized by a lot questions and inquiries about events and phenomena, and that curiosity is the basis of learning and creativity, and how to use this poll to achieve learning through selecting topics and teaching methods that stimulate the scientific survey among students. [Salama 2002: 59]

Higher thinking skills

The development of higher thinking skills among students is a major goal of those in charge of the educational process to achieve academic levels. At the same time, it is considered as way to raise the level of the individual and the society, it is noticeable that in recent times, interest has increased over the development and improvement of higher thinking skills among students and at various stages. This has led to the emergence of three directions for the development of higher thinking skills among students in general and not as a specific course of study.

First direction: The proponents of this trend believe that this development process is carried out by special programs in developing thinking skills, provided that these programs are independent in the content that students are studying, and among those who support this trend - the institution. [Edward De Bono].

Second direction: The owners of this trend see that the possibility of developing thinking skills is in the context of daily quotas for academic subjects, especially in scientific subjects such as chemistry, mathematics, and others; this is done through the implementation of certain teaching practices during teaching, using its process and methods [Lauren Resnick].

Third direction: The owners of this trend believe that the ability to develop skills is through the integration of those skills in the content of daily classes at the same time during, and that this requires the teacher to use the content of a daily lessons [Robert Eanis]. [Olive and Kamal, 2003: 101-103].

PREVIOUS STUDIES

Karat Lucy/2017/Iraq

The impact of the ring registration strategies and the hot chair in the academic achievement of second-grade middle school students in biology and positive thinking. 1st experimental group of 30, 2nd experimental group of 230, 30 achievement test officers. Positive thinking test. There is a statistically significant difference in favor of the two experimental groups.

Al-Hamdani/2010/Iraq

After using forms (vee) in the absorption of students in the fourth grade, science branch / institute for the preparation of information for scientific concepts and the development of scientific survey.

Experimental group of 20, 20 concepts for understanding. The scale of the scientific survey is that there is a statistically significant difference in favor of the pilot.

Al-Qarni/2015/Saudi Arabia

Learn about the impact of using a brain-based learning strategy in science education in developing higher-order skills and some habits of mind when Talal is in the second intermediate grade with different brain-damaging mental patterns.

35 female officers with higher thinking skills test. The scale of mind habits outweighed the experimental group studied according to the brain-based learning strategy in developing higher-order thinking skills.

METHODOLOGY

The researcher used the experimental approach, which is one of the most used, accurate and efficient methods of scientific research.

Experimental design

The researchers deliberately designed an experimental design with partial control appropriate to the circumstances of the current research.

The design came as [1]:

Telemetry	Independent variable	**Tribal measurement**	The group
Gain the concepts of chemical exploration	Hot seat strategy	Chemical survey Higher thinking skills	Experimental
	The usual way		Control

Figure [1] experimental design of the research

Results	Research tools	Number of respondents	The aim of the study	The name of the research er Year / location	s
The presence of a statistically significant difference for the benefit of the two experimental groups	Achievement test Positive thinking test	1experimental 30 Experimental 230 30exact	The effect of the hot registration and hot seat strategies on the academic achievement of second-graders of the second intermediate grade of biology and their positive thinking	Al qara Lucy 2017 Iraq	1
The presence of a statistically significant difference in favor of experimental.	Understanding concepts The scale of the scientific survey	20 experimental 20 exact	The effect of using forms (vee) in the absorption of students in the fourth grade, science branch / Institute for the preparation of teachers for scientific concepts and the development of their scientific survey	Al-Hamdani 2010 Iraq	2
The experimental group that was studied according to the brain-based learning strategy in developing higher thinking skills exceeded some mind habits.	Top thinking skills test Scale Habits of Mind	35 experimental 35 exact	Learn about the effect of using a brain-based learning strategy in teaching science on developing higher-order skills and some habits of mind when Talal in the second grade of middle school with different types of mental dominance patterns	Al-cornea 2015 Saudi Arabia	3

Research community

The research community is composed of second-grade middle school students from secondary schools of girls for the day-to-day study of the General Directorate of Education Salah al-Din Governorate / Tikrit District Education Center / Tikrit District Center for the academic year of the year 2018 - 2019 [11]. Total number of female students in school: 1216 students

Research sample

The current research sample consisted of 69 students selected by the researchers criteria. It was chosen a doctrine high school for girls in Salah Governorate in Tikrit district, as a deliberate choice to apply their experience in for the following reasons: 1. The school administration has expressed the desire to cooperate with researchers in conducting an experiment. 2. Providing the required conditions in terms of research due to the existence of two divisions for the second intermediate class.

After the school determine where to apply the experiment, the researchers visited Mstsahban school with a book to facilitate the task, the school has two divisions of second grade, the first one is average, chosen by the researchers randomly to represent the experimental group that will be consider as the students of following the hot chair strategy in chemistry counting with 34 female students; the second one will represent the control group, those students will study chemistry in the usual way, counting with 35 female students. Hence the research sample includes 69 students.

Female students life calculated in months: The researchers obtained data from the school card and processed the results with the T-test for two independent samples of the two research groups, as shown in Table [1]

Table [1]. Results of the final life-time test for the two research group students, calculated in months

Significance at level 0,05	**Value t**		**Degree of free**	**Standard deviation**	**SMA**	**Sample size**	The group
	Table	**calculate**					
Not function	2,00	0,86	67	4,44	162,88	34	Experimental
				4,06	162,00	35	control

It appears from Table [1] that the average age of female students of the experimental group [162,88] months and the average age of female students of the control group [162,00] months, when using T-test for two independent samples to know the significance of the statistic level of [0,05], as the calculated T value [0,86] is smaller than the cyclic T value [2,00], with a degree of freedom [67], this indicates that the two groups are equivalent.

Chemical Survey

The chemical survey scale was applied in its final form to the students of the two groups of the research sample before starting the experiment after which the answers were corrected, and the grades were given to the total of students. The arithmetic number of the control group [65.77], and to know the significance of the differences between the two groups of the sample, the researcher used a [t-test], and found that the difference was not statistically significant. The calculated value of the t-test [0.36] is smaller than the tabular value [2,00], and this indicates that the two groups are equivalent in the scale and in the scientific survey , table No. 2 shows that.

Table [2]. T-test value calculated and tabulated in the chemical survey scale of the two sample groups

Significance at level 0,05	**Value t**		**Degree of free**	**Standard deviation**	**SMA**	**Sample size**	The group
	table	**calculate**					
Not function	2,00	0.36	67	6.33	65.18	34	Experimental
				7,44	65.77	35	control

Higher thinking skills

The researcher applied the final thinking skills test to the students of the sample before starting the experiment for the equivalence of the two groups of the research, afterwards the researcher corrected the answers, and gave the scores for all students. For the experimental group [18.18] was the arithmetic number. For the control group [17,40], to know the significance of the differences between the two groups of the research sample, the researcher used the t-test, and found that the difference was not statistically significant. The significance level is [0,05], because the calculated t-test value [0,54] is smaller than the tabular value [2,00], and this indicates that the two groups are equivalent in the higher thinking skills test and table No. 3 shows that.

Table [3]. Calculated and tabulated [t-test, value] in the higher skill test of the two research sample groups

Significance at level 0,05	**Value t**		**Degree of free**	**Standard deviation**	**SMA**	**Sample size**	The group
	table	**calculate**					
Function	2,00	0,54	67	5,74	18,18	34	Experimental
				5,51	17,40	35	control

Female students degrees in chemistry for the previous academic year: The researchers obtained the final grades of the students of the two groups in the chemistry course for the previous academic year. The results were as follows:

Table [4]. Results of the final test for female students grades for the previous academic year 2017-2018 in chemistry

Significance at level 0,05	**Value t**		**Degree of free**	**Standard deviation**	**SMA**	**Sample size**	The group
	table	**calculate**					
Not function	2,00	0,86	67	10,69	68,24	34	Experimental
				15,85	67,89	35	control

It is clear from Table [4] that the average score for female students of the experimental group is [68,24], and the average score for female students of the control group is [67,89], when using the T-test for two independently defined samples. Statistical significance at the level of [0,05], as the calculated T value [0,86] is smaller than the T-index value [2,00] and with a free degree [67].

Academic achievement of fathers and mothers

The information related to the academic achievement of Fathers and Mothers was obtained through the school card, and after the calculation of repetitions for each level of education, the level of the subject is clear. As with any statistical method, it was found that there is no statistically significant difference between the two research groups in the educational achievement variable for fathers and mothers, as the calculated value of a square reached as any [1,5] is less than the tabular value of a square, such as any of [6,7] at the significance level [0,05] and with a free degree [3]. This result indicates the equivalence of the two research groups in this variable and table No. [5] illustrates this.

Table [5] Square results, such as in the achievement variable of the fathers of the two research groups

Significance level at 0.05	**The Kay value**		**Degree of free**	**Academic achievement of the father**				**No.**	**Group**
	Table	**calculate**		**Institute and Bachelor**	**Prep**	**Medium**	**Read, write and primary**		
Not function	7,81473	2,15	3	8	13	7	6	34	Experimental
				8	10	10	7	35	control
Not function	7,81473	2,73	3	7	14	6	7	34	Experimental
				8	10	7	10	35	control

Control of exotic variables

Controlling exotic variables is one of the important actions in experimental research to provide a degree of internal validity for experimental design. Here is a presentation of these variables and how to control them:

1. Maturity operations: The duration of the experiment was equal for the two research groups, so this factor did not have any effect on the results of the experiment.
2. Experimental extinction: In the current research, there was no interruption or transfer of any student, except for the regular absence cases, which were almost equal between the two groups.
3. Accompanying accidents: It refers to the natural or non-natural accidents that can occur during the period of the experiment that hinder the course of the experiment and have an effect on the dependent variable [the acquisition of chemical concepts] in addition to the effect of the independent variable, no accident affecting the experiment occurred.
4. Measurement tool: The researchers used a standardized measuring instrument to measure the acquisition of the two students groups, as they prepared a summary test for the purposes of the current

research, the test was applied to both the experimental and control group, and a scale for the quantitative aspect of the survey.

5. The effect of the experimental procedures:

5.1 Confidentiality of research: Researchers are keen on confidentiality in agreement with the school administration to not inform students of the nature of the research and its purpose, so that it does not affect the students activity or deal with the experience that affects the integrity of the results.

5.2 The distribution of lessons: The weekly schedule was organized in agreement with the school administration through an equal distribution of lessons between the experimental and control groups.

5.3 Duration of the experiment: The trial period was uniform and equal for the students of the two research groups, as it started on 3/10/2018 and ended on 27/12/2018.

5.4 School: Studied by itself through two research groups giving results of the experiment as degrees of accuracy and objectivity, because the individuals of a school for each group make one of the two groups more difficult than others; personality among other factors.

5.5 Determining the academic subject: The course material was specific to the experiment and standardized for the two research groups. It is the subject of chemistry with science textbooks for the second intermediate grade, to be taught by the Ministry of Education for the academic year 2018-2019.

5.6 Teaching room: The experiment was implemented in one school, and in two adjacent classes similar in terms of space, ventilation and lighting.

Specification of scientific subject

The scientific course outlines the topics included in the first four chapters of the science textbook for chemistry to be taught for the second intermediate grade of the academic year [2018-2019]

Formulating behavioral goals

The researchers formulated the behavioral goals that reached [122] behavioral and intentional purpose according to Bloom's classification of knowledge domain and in the first three levels [definition, discrimination, application] because they are compatible with the physical and mental development of the sample, as well as the perception of this sample. It was presented to arbitrators and specialists with expertise and competence and in the light of their observations and proposals, some of the objectives were reformulated. The behavioral goals obtained the approval of all the opinions of the arbitrators and specialists, which numbered [111].

Teaching plans

A teaching plan was prepared for each group of subjects related to chemistry, which will be studied during the experiment, and two models were presented, the first of which is based on the strategy of the hot chair and the second according to the traditional method.

Research tools

1. Concept acquisition test

1.1 Formulation of test items: This test was designed from multiple choices because it aims to cover the study of comprehensive materials, its objectives and credibility when extracting honesty and consistency, its status is not affected by self-correction, and the paragraphs were formulated with a number of 30 paragraphs. The methodological book contains information for acquiring concepts in light of mental levels [definition, discrimination, and application].

1.2 Validity of the test: The test was presented to a group of experts and arbitrators for the purpose of verifying the validity of the test, and after taking the opinions of experts and arbitrators, some amendments were made to it, and no paragraph was deleted from it.

2. Correction Instructions

For each paragraph, there is a degree, the paragraph whose answer is correct which has a degree, and the paragraph that has a wrong answer which is zero, and the paragraph left or the paragraph that has more than one answer is treated as a wrong one.

3. The exploratory sample for the test

The test was applied to a sample of the second intermediate class students, and the researchers selected Abdul Rahman Al-Dakhel School as a prospective sample and they numbered [50] students to know the time spent in answering the test paragraphs, as well as to know that the extent of the poverty has been clear. Clear to the students, and with a simple clarification of the questions asked by the students during the test about some paragraphs, and after that time taken for answering was calculated, reaching [26,50] minutes.

4. Statistical analysis of the test items

Statistical analysis of the test items aims to verify their validity for application through the responses of the students on each paragraph, to know the coefficient of difficulty, the strength of the discrimination and the effectiveness of the alternatives for each of the paragraphs of the test; in the light of that, the alternative or change is not followed. The test was applied to an exploratory sample that included 100 female students from the second medium grade, and after correcting the responses of the students, they were combined descending from the highest to the lowest degree and a percentage of 27% was taken as a group of Lea and 27% as a lower group, where the higher group consisted of 27 students and the lower group of 27 students as well, where the total number of the two groups were 54 students and accordingly, statistical analyzes were conducted according to the following steps:

4.1 Paragraph difficulty factor

The difficulty factor for each of the test items was calculated, the ratio ranged between [0.28 - 0.52]. Bloom et al. saw that the test paragraph was considered acceptable if the difficulty ranges between [0,20-0,80] [Bloom & et al, 1971: 66].

4.2 Paragraph discrimination factor

The discriminatory force equation was used to maintain the high-discrimination items and delete the low-discrimination items, and it was found that the discriminatory strength of the paragraphs ranged between [0,30-0,81] for all of the test items, and this ratio is good. The paragraph is considered good if its discriminatory ability is higher than 30%. [Ebel, 1972: 399].

4.3 Effectiveness of wrong alternatives

Through conducting the statistical operations, and after calculating the effectiveness of the alternatives, it was found that these alternatives attracted a number of female students, and accordingly it was decided to keep them without changing or removing them.

5. Stability of the test

The Alpha Cronbach equation was used to calculate the stability of the objective test paragraphs from a multiple choice type, as it is the most common way to extract the internal consistency of the test paragraphs whose paragraphs are corrected by giving a zero for the correct answer.

Building a chemical survey scale

After reviewing the literature and many previous studies and researches that dealt with the scientific survey [which includes all sciences], only chemistry was specified, so the scale was built on this basis, so the researcher has prepared a number of 30 questions. By answering it, the students were informed that it is not a study test, but a measurement, a chemical survey, in order for their answers to be honest and accurate. To prepare the scale, the following steps were taken:

1.Determine the objective of the scale

The researchers designed a scale that aims to measure the chemical exploration of second-graders from the second intermediate class.

2. Preparing the paragraphs of the scale

Prepared paragraphs measuring the chemical survey of students in both experimental and control research groups, as the paragraphs of the scale reached were 30 paragraphs, with ten questions, and each paragraph had three alternatives.

3. Exploratory sample for the chemical survey scale

The scale was applied to a sample of the second intermediate class students, and the researcher chose Abd al-Rahman school inside as an exploratory sample of 50 to know the time spent in answering the test items, as well as to know the extent of the clarity of the paragraphs during the scholar period. The scale was applied on 4/10/2018, after which the time taken for answering was calculated, being the average response 32,50 minutes.

4. Outstanding honesty of the content

This scale was presented to a group of experts and arbitrators in the fields of teaching methods, sciences and chemistry, and for the purpose of taking their opinions and observations about the paragraphs of the scale - and its clarity in order to improve the standard.

5. Instructions for correcting the scale

The scale correction instructions were prepared, setting three paragraphs for each question in which each paragraph had three options, clarifing how the grades were going to be distributed to the scale paragraphs as follows: Always 3 degrees, sometimes 2 degrees, rarely 1 degree.

6. Scaling factor of the paragraphs

The purpose of knowing the differential parameter for the paragraphs of the chemical survey scale, and by calculating the number of correct answers for both the upper and lower groups, and after using the statistical analysis of the paragraphs, it was found that the value of the paragraph differentiation factor ranges between [2,976-8,2].

7. Stability of scale

The internal consistency method [Alpha Kronbach] was used for the purpose of knowing the stability of the scale - and after applying the scale - on a sample consisting of 50 students. The answers were corrected by using the coefficient of the Alpha Kronbach equation giving the value of stability [0,81].

Top thinking skills test

One of the requirements of the study is testing the higher thinking skills among the members of the research sample, and by examining the researchers with a number of studies and tests that relate to these skills among students; whether in terms of the subject matter, the target age group, or the level of the second intermediate class students; after the researchers polled the opinions of some experts and specialists in this field Dad's higher-order thinking test has to be that the test sections are interesting and exciting for students and include various questions so that students feel a kind of challenge to their mental abilities and knowledge capabilities. The test was prepared according to the following steps:

1. Reviewing the literature and previous studies

The literature and previous studies that dealt with higher thinking skills tests that were referred to in the second chapter of the previous studies were reviewed.

2. Determination of higher thinking skills

The skill classes were combined with their definitions that the original references came from those studies that were prepared as they were without any change in the form of separate lists from each other according to their workbook and their contents of the skills presented to them by the psychologists. Before them and

judging their validity, choosing and adding the skills that they find appropriate with the age group of the students of the research sample, the nature of the educational level [the second intermediate] and the science [chemistry], and after familiarizing them with the skills that have been approved which are: analysis, generation, production, consumption, characteristics of induction, identification of relationships and patterns, inference, prediction, expansion, access to facts from given information, interpretation of a problematic situation, access to generalization through partial situations and setting assumptions through observation, as seen in figure [2]

Figure No. [2]

Basic sup	Basic skills	
A- Determination of properties and components B- Determining relationships and patterns	Analysis	1
A- Inference A- Prediction C- Expansion	Obstetrics	2
A- Accessing the facts from the given information B- Interpretation of a problem	Conclusion	3
A- Reaching generalization through partial positions Assignments are made through available observations B-	Induction	4

3. Formulating test items

The paragraphs were formulated in a way that corresponds to the level of the second intermediate class students and their level of mental abilities; the test consisted of 32 items distributed over four basic skills.

4. Validity of the test

In order to verify the apparent sincerity of the test, its paragraphs were presented to a group of experts and specialists in chemistry, and their teaching methods, to express their views in the validity of the test items, and a percentage of 80% agree that the criteria were adopted by accepting the failing paragraphs.

Statistical analysis of test items:

4.1 The discriminative strength of paragraphs

The differential coefficient was calculated for each of the paragraphs using the T-test for two independent samples as they ranged between [9,349 - 3,349], and it was found that the calculated T values are greater than the T-values of the table, which is of good result

4.2 Persistence

The Kronbach alpha equation was used to calculate the stability of the objective test paragraphs of multiple choices, because it is the most common way to extract the internal consistency of the test paragraphs whose paragraphs are corrected by giving a zero for the correct answer.

Application of experience

It was followed this steps in the application of the experiment:

1. The two research groups were taught in the light of the teaching plans by using the traditional method in the control group, and the hot chair strategy in the teac experimental group, as follows:

Female students were divided into five groups, four groups that included 7 female students and one group that included 6 female students, as each female student was given a portion of the subject within her original group. After that, the female students of the original groups were divided into groups called “The Group”. After having a discussion among them, female experts return to their original groups and each student teaches the members of her group, because the hot chair strategy requires the freedom of movement of students from the original groups to expert groups and then return to the original groups.

2. The acquisition test was applied after the completion of the experiment to the two research groups, as the researchers supervised the application of the test in the school itself, corrected the answers in the light of the criterion that was set and the response given was the correct score scale, the scientific survey and testing of higher thinking on students of the two groups.

Statistical methods

The following statistical methods were used: T-test for two independent samples, [Ca] 2 sq. Test, ie, difficulty factor, differentiation strength equation, efficacy of error alternatives, Sperman-Brown equation.

RESULTS

There is no significant difference between the average acquisition of students of the experimental group studying chemistry according the hot chair strategy and the average gain control group who are studying chemistry according the traditional method, to verify this hypothesis it was used the T-test for two independent samples.

The results showed that there is a statistically significant difference at the level of 0,05 and with a free degree of 67, as the calculated T value [3.95] was greater than the T value. The spreadsheet 2,00 and table [6] clarify this, thereby rejecting the zero hypothesis, this means that the experimental group is superior to the control group.

Table [6] Results of the final test scores for students of the two research groups in the acquisition of concepts

Significance at level 0,05	**Value t**		**Degree of free**	**Standard deviation**	**SMA**	**Sample size**	The group
	table	**calculate**					
function	2,00	3,95	67	2,84	21,03	34	Experimental
				2,43	18,51	35	Control

There is no statistically significant difference at the level of 0,05 between the average chemist poll, from the students of the experimental group study using the hot chair strategy and the control group who study using the traditional method. To check this hypothesis it was used the Altaia to Aienten independent test, that showed the following results: the presence of a statistically significant difference at the level of 0,05 and with a free degree of 67, since the calculated T value 3,16 was greater than the T-table value 2,00 and table [7] illustrates that, which rejects the null hypothesis, meaning the superiority of the experimental group to the control group.

Table [7)]. Results of the final test scores for female students in two groups in the chemical survey

Significance at level 0,05	**Value t**		**Degree of free**	**Standard deviation**	**SMA**	**Sample size**	The group
	table	**calculate**					
function	2,00	3,16	67	5,48	70,71	34	Experimental
				7,39	65,74	35	control

There is no statistically significance difference between the mean scores of pre-test and post chemical survey of students in the experimental group who are studying using the hot chair strategy, to verify this hypothesis the researcher used the Altaia-Aienten interrelated test; results showed a statistically significant difference at the level of 0,05 and a degree of freedom of 33, since the calculated T value 8,52 was greater

than the T-index value 2,05 and table [8] illustrates this, thereby rejecting the zero hypothesis, meaning that the experimental group was average.

Table [8]. Results of the T-test for two interrelated samples for the students of the experimental group in the pre- and post-test.

Significance at level 0,05	Value t		Standard deviation of differences	Average differences	Standard deviation	SMA	The group
	Table	calculate					
Function	2,05	8,25	3,91	5,53	6,33	65,18	Tribal
					5,48	70,71	after

Results of higher thinking skills

To verify the second zero hypothesis, which states that: There is no statistically significant difference at the level of 0.05, between the average grades of students of the experimental group who are studying according to the hot-seat strategies and the average of the students of the controlled group.

To verify the validity of this hypothesis, it was calculate the arithmetic and T value by using [T.test] of the two independent samples for comparison between the mean of the average of the female students of the experimental group and the mean of the students of the control group.

Table [9]. Results of the [T.test] scores for students of the two research groups in the test of higher skills

Significance at level0 ,05	Value t		Degree of free	Standard deviation	SMA	No.	The group
	table	calculate					
function	2,00	3,16	67	5,48	70,71	34	Experimental
				7,39	65,74	35	control

There is no statistically significant difference at the level of 0,05, between the mean scores of pre-test and post chemical survey of students in the experimental group who are studying using the hot chair strategy, to verify this hypothesis the researcher used Altaia-Aienten interrelated test, results showed a statistically significant difference at the level of 0,05 and to a degree of freedom 33, since the calculated T value 8,52 was greater than the T-index value 2,05 and table [10] illustrates this, thereby rejecting the zero hypothesis, meaning that the experimental group is superior.

Table [10]. Results of the T-test for two interrelated samples for the students of the experimental group in the pre- and post-test.

Significance at level 0,05	Value t		Standard deviation of differences	Average differences	Standard deviation	SMA	group
	Table	calculate					
Function	2,05	8,25	3,91	5,53	6,33	65,18	**after**
					5,48	70,71	**before**

It is clear that the meaning for the scores of female students of the experimental group is equal to 20.77, with a standard deviation of 3.11, while the meaning of female students of the experimental group is equal to 17.45, with a deviation of 2.2.4]. The spreadsheet amount is 2 with a freedom degree of 59 and a significance level of 0.05. This indicates the presence of a statistically significant difference between the average grades of female students of the experimental group and the average grades of female students of the control group; for the benefit of the control group higher-level thinking skills test and thus rejects the second hypothesis of

zero and accept alternative hypothesis, this results shows the superiority of students in the experimental group who studied according Skambr strategy on the control group students who studied in accordance with the ordinary method to test higher-level thinking skills. This can be seen in table [11]

Table [11]. Scores of female students

Significance at level 0,05 Calculate	Value t		Degree of free	Standard deviation	SMA	No.	The group
	Table	Calculate					
Function	2	4.78	59	3.11	20.77	30	Experimental
				2.25	17.45	31	Control

The results of higher thinking skills before and after the experiment

There is no statistically significant difference between the average grades of female students of the experimental group who are studying using a scamper strategy and the average of the scores of female students in the control group.

To verify the validity of this hypothesis, the arithmetic account is calculated using [T.test] for two independent samples, comparing the scores of the students average grades in the experimental group previous the test.

Table [12] Results of the [T.test] scores for students of the research group in examining higher thinking skills before and after the experiment

Significance at level	Value t		Standard deviation of differences	Average differences	Standard deviation	SMA	Group
	table	calculate					
0.05	**8.03**	**29**	**3.00**	**4.40**	**3.40**	**16.37**	**after**
					3.11	**20.77**	**before**

Interpretation of the results

The results obtained by the current research can be explained as follows:

The result of rejecting the zero hypothesis showed above, meaning superiority in the acquisition of the experimental group students that were studied according to the hot chair strategy on the students of the control group, the same has been studied by:

1. The use of the hot-seat strategy increased the attention of the students making them more willing to receive information as it provided them with the opportunity to learn by themselves, organize their experiences, symbolize them, distribute them, and turn them into memory. Their mental routine reduces the ranks that prevail in the classes taught in the traditional way.

2. The reasons for the experimental group students who studied according to the hot seat strategy may be due to being one of the modern strategies that are not familiar to students in the teaching of chemistry, and this could not be successful.

3. The hot chair strategy makes students to focus of the main educational process, and also makes students able to implement activities in a scientific manner, which makes the learning process more enjoyable.

4. The hot chair strategy encourages discussion and interaction on the occurrence of conflicts and challenges between members, ideas and opinions, but what happens is that these conflicts go away and turn into a stimulus that works on the excitement of the students towards learning leading to an increase in positive trends towards the study of the educational subject.

5. The hot chair strategy works to increase the level of participation among female students and cooperate with them to achieve educational goals, and this leads to increasing the absorption of female students in the form of schooling in a chained or unstable form, without correction or worry.

6. The cooperative educational atmosphere in which groups operate in a hot chair strategy elevates the level of female student acquisition and develops individual responsibility.

The hot seat strategy was concerned with the learner [students] and did not cancel their role, as did the teaching method, and the curriculum elements in general, which led to achieving good educational learning outcomes.

The learning process of students in accordance with the hot chair strategy is meaningfully better than the normal way, because the learning process and trends of different levels of thinking make the students more understanding of hypertext science while dealing with the future, investing in Mmatjal students ability to deal problem-solving is good, and this stimulates higher thinking skills.

The students of the experimental group possess the ability to perceive, distinguish, analyze and synthesize knowledge, and in a better way to compare it with the students of the experimental group who studied in the usual way.

The presentation of the educational material in the hot chair strategy is a progressive and sequential manner that with simple help of the traditional method the way students think is stimulated in the experimental group.

CONCLUSION

In light of the result obtained by the current research, it is possible to conclude that the use of the hot chair strategy may contribute to increase the effectiveness of female students superiority and the activities that makes them the focus of the educational process.

The students feel in the cooperative groups that they perform their class duties to achieve the educational goals, making them more receptive and motivated to the learning process.

The hot chair strategy is based on the female students activity, and the student's success in carrying out the activities of the whole group.

The validity of most of the literature that focuses on making students a central axis in the educational process, emphasizing the student's participation in the learning process, is confirmed by cooperative learning.

The necessity of the Ministry of Education's institutions to take interest in generalizing the use of cooperative learning strategies, including the hot chair strategy, and training teachers and schools on how to use it.

The necessity of informing chemistry teachers, educational supervisors and specialization on the use of the hot chair strategy in teaching chemistry.

Teachers of chemistry should be trained in using the hot chair strategy, and not be limited to teaching methods that are based on memorization and preservation.

Work to prepare the classrooms, and teaching aids necessary to help teachers to teach in accordance with the hot chair strategy.

Introduce students of educational colleges with the hot chair strategy and train them to apply them in their working lives.

Conducting similar studies for the current study on universities and middle schools.

Conducting similar studies to know the effectiveness of using the hot seat strategy in other variables such as the development of thinking and achievement, its retention, the development of trends, and others.

Conducting a study to identify the obstacles that prevent the application of the hot chair strategy and work to solve it.

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UTOPÍA Y PRAXIS LATINOAMERICANA
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Aparición regular

Estudios: es una investigación exhaustiva de carácter monográfico, orientada a uno o varios objetos de áreas temáticas tratados inter y/o transdiciplinarmente, desarrollada desde un paradigma epistemológico. Se hace énfasis en el análisis crítico y la interpretación. Su extensión no deberá exceder las 40 páginas.

Artículos: es una investigación puntual de carácter monográfico, preferiblemente resultado parcial o final de una investigación donde se destaca la argumentación reflexiva y crítica sobre problemas teóricos y/o prácticos, metodológicos y/o epistemológicos del tema y el área de estudio explorado. Su extensión no deberá exceder las 20 páginas.

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Aparición eventual

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Citas

Deben seguir el formato (Apellido: año, p. página). Ejemplo: (Freire: 1970, p. 11).

En tabla de referencias: artículos de revistas, según el siguiente modelo

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Utopía y Praxis Lationoamericana (Latin American Utopia and Praxis): Is a periodic, tri-monthly, arbitrated journal which is indexed on a national and international level, and edited by the University of Zulia (Maracaibo, Venezuela) in the Center for Sociological and Anthropological Studies (CESA) ascribed to the Faculty of Economic and Social Sciences, and financed by The Scientific and Humanistic Studies Council (CONDES) at the same University. All contributions requested and/or received must be original unedited papers. No contributions will be accepted that are simultaneously being offered for publication in another journal. The thematic areas that define the profile of the journal are included in the following generic areas of Spanish American and Latin American thought: Latin American political philosophy, the history of ideas, the philosophy of history, epistemology, social science theories and methodology, social, political and philosophical anthropology, ethics and pragmatics, philosophy and inter-cultural dialogue, the philosophy of liberation, contemporary philosophy, gender studies, and post-modern theories. The sub-categories in each area will be defined by the Editorial Committee with the help of its respective national and international advisors in order to establish the pertinence of the papers presented for publication.

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Studies: exhaustive research of a monographic nature oriented towards one or several objectives treated in an inter- or trans-disciplinary manner, and developed from an epistemological paradigm. Emphasis is made on critical analysis and interpretation. The article must not to exceed 40 pages.

Articles: precise research of a monographic nature, preferably the result of partial or final research where a reflexive and critical argument in relation to certain theoretical or practical, methodological or epistemological problems is raised and the area of study is explored. The length should not to exceed 20 pages.

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Occasional features

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Se considerará el dominio conceptual y argumentativo de la propuesta del trabajo. Especialmente, hacer evidente en el artículo presentado contextos teóricos pertinentes que permitan situar el tema y su problemática. Esto anula el grado de especulación que pueda sufrir el objeto de estudio.

2. El nivel metodológico del trabajo
Se considerará la coherencia metodológica del trabajo entre la problemática propuesta y la estructura lógica de la investigación. Sólo un buen soporte metodológico puede determinar si hay suficiente coherencia en torno a las hipótesis, los objetivos y las categorías utilizadas. Esto anula cualquier rasgo de asistematicidad de la investigación.

3. Nivel de interpretación del trabajo
Se considerará el grado interpretativo de la investigación, sobre todo en las de carácter social o humanístico. Esto cancela cualquier discurso o análisis descriptivo en la investigación, y permite poner en evidencia si el trabajo presenta un buen nivel reflexivo y crítico. Además, el trabajo debería generar nuevos postulados, propuestas.

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Se considerará el uso adecuado de la bibliografía. Lo que significa que la misma debe ser lo más especializada posible y de actualidad. Las referencias y/o citas deben ajustarse y responder a la estructura argumentativa de la investigación, sin caer en contradicciones o sin sentidos. Este es uno de los niveles de probar la rigurosidad del trabajo. No se debe subestimar la fuente bibliográfica.

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Se considerará el adecuado uso del lenguaje y la claridad de expresión, en la medida en que esto está directamente relacionado con el nivel comunicativo que se le debe a la investigación. Imprecisiones sintácticas, retóricas superfluas, errores de puntuación, párrafos engorrosos, entre otros aspectos, son elementos que confunden al lector y puede ser sinónimo de graves faltas en la comunicación escrita.

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